Advertising Age

With which is incorporated Advertising Agency Magazine, formerly Advertising & Selling

November 28, 1960
Volume 31 • Number 48
25 Cents a Copy • $3 a Year
CHICAGO 11 • Published Weekly at
200 E. Illinois St. • DE 7-5200
NEW YORK 17
630 Third Ave. • YU 6-5050

Second Class Postage Paid at Chicago, Ill. Copyright, 1960, by Advertising Publications, I

THE NATIONAL NEWSPAPER MARKETING

Harper Is NL&B Head; Needham Named Chairman

Dick Needham, Isham and Whalley Also Elected to New Executive Positions

CHICAGO, Nov. 25—Needham, Louis & Brorby got a new president today—only the second man to hold this position in the agency since it was founded in January, 1925.

He is Paul C. Harper Jr., formerly exec vp of the agency, and he succeeds Maurice H. Needham, who now becomes board chairman, a new post. Mr. Needham

Paul C. Harper

M. H. Needham

(Continued on Page 87)

Int'l Harvester Assigns Its Scout Vehicle to Y&R

CHICAGO, Nov. 23—International Harvester Co. this week announced that it will introduce the Scout, a new, compact all-purpose motor vehicle, early next year. ADVERTISING AGE reported exclusively last month that the company would build the vehicle (AA, Oct. 10).

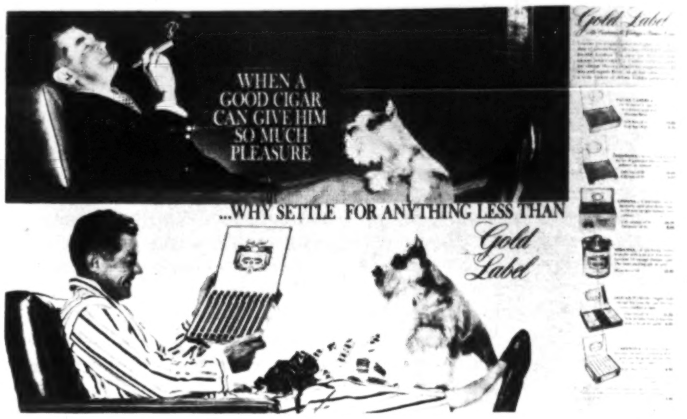
Advertising for the Scout has been assigned to Young & Rubicam, which handles IH's truck advertising. Although IH declined to discuss the size of the Scout's advertising budget, the company told AA that advertising will begin in mid-March and that print media will be used primarily.

The new vehicle has a 100" wheelbase and is less than 13' long. It has a pickup body, a detachable hardtop cab and detachable doors. It will be available with either two or four-wheel drive and will have a newly developed Harvester four-cylinder engine.

■ Several attachments, including snow plows, winches and the like also will be available. Although the retail price has not yet been set, IH said it will sell for less than $2,000.

The Scout will be marketed through some 5,000 IH dealers and retailers throughout the U. S. It is not known if independent dealers will be added to handle the vehicle.

The Scout will be the second car-type vehicle to be manufactured by IH. The company has manufactured and marketed the Travelall, a station wagon variety, for the past ten or 12 years. #


WHEN A GOOD CIGAR CAN GIVE HIM SO MUCH PLEASURE
...WHY SETTLE FOR ANYTHING LESS THAN
Gold Label
Gold Label

HOLIDAY AD—*Gold Label, a consistent magazine advertiser, will run this b&w spread in the New York Times Magazine Dec. 4 for its vintage Havana cigars. The Gold Label agency, Mogul Williams & Saylor, New York, says that "to the best of our knowledge," no other American cigar manufacturer has ever before run a spread in a major magazine.*

Martineau Pinpoints Shell-Ogilvy Relations

Agency's Ad Autonomy Has Theoretical Limits; Department Streamlined

(For a comment on these developments, see editorial on Page 18.)

NEW YORK, Nov. 23—In the wake of the announcement by Shell Oil Co. and Ogilvy, Benson & Mather that the agency will work the account on a fee basis, considerable attention was focused on two aspects of the client situation which seemed to be equally as interesting as the compensation system to be employed:

1. That the client was shifting much of the work from the advertising department to the agency, and that major economies (perhaps reaching $500,000) would result in the advertising department.

Cyril Martineau

2. That the client didn't expect to get into the advertising act; Cyril F. Martineau, manager of Shell's advertising department, said he didn't want to see alternate campaigns, and that he regarded the agency men as professionals ("We make the product. They advertise it . . . Why keep a dog and bark yourself?").

■ This week Mr. Martineau clarified these points in an interview with ADVERTISING AGE, at the same time limiting sharply what seemed to be rather sweeping powers granted to the agency during the presentation at the Assn. of National Advertisers last week:

Limit 1: The agency has complete authority over media and approach. Shell will, however, exercise supervisory powers and final authority on advertising. To be precise, "If the Ogilvy agency comes up with a campaign, and it doesn't present the face we want for Shell—if it made us look like monkeys or a fourth-class oil company; it wouldn't be the campaign. We'd definitely have the final say."

■ Similarly, Mr. Martineau re-emphasized the company's acute interest in strict truth in advertising: "The advertising must be truthful—100% truthful, not just partially truthful. When we say gasoline will do something, it will. We want no misleading advertising and no half-truths." Also, he again expressed concern that advertising be cleared legally.

But "after those hurdles—and

(Continued on Page 79)

Armour Brands Shift to Y&R, North from Ayer

$3,000,000 Billing Switch Gives All Foods Except Cheese to Y&R

CHICAGO, Nov. 23—Armour & Co. surprised some admen here today when it suddenly yanked all of its Armour Foods advertising out of N. W. Ayer & Son and named Young & Rubicam to handle the business. Billings were estimated at more than $3,000,000.

All of the products handled by Ayer went to Y&R with the exception of Miss Wisconsin cheese, which went to North Advertising, agency for Armour's Pfaelzer Bros. division. The cheese conflicted with another Y&R client—Borden Co.

The Armour business shifting to Y&R includes dairy, poultry and margarine; frosted meats; refinery division; smoked meats including ham and bacon; fresh, dried and smoked sausage; casings; beef division, and advertising for miscellaneous departments and divisions of Armour Foods.

Y&R will begin billings on the account Feb. 18. Ralph Whiting, who joined the agency earlier this year as vp and account supervisor after six years with Earle Ludgin & Co. (AA, April 25), has been named account supervisor. Mr. Whiting at one time was advertising manager of Armour.

■ Although both Armour and Ayer declined to comment on reasons for the shift, ADVERTISING AGE learned that Armour had become disenchanted with Ayer's policy of making most major decisions for all accounts from its Philadelphia headquarters.

Although Ayer had established a special creative group in its Chicago office to handle Armour advertising, Armour reportedly was unhappy with the lack of mer-

(Continued on Page 10)

25% of Food Sales Influenced by Deal Offers: Nielsen

ST. LOUIS, Nov. 23—About one in every four sales in a representative grocery product group is made by means of coupons or other consumer promotions, Arthur C. Nielsen Jr., president of A. C. Nielsen Co., Chicago, told the St. Louis Advertising Club yesterday.

"I believe there is a fundamental reason for this increased consumer dealing," he said. "It goes right to the root of a basic change in our channels of distribution. Today we see the big swing to self-service, where advertising display and consumer deals have to take the place of the clerk."

He said that 14 out of the 20 leading national food advertisers are also among the top 20 coupon users.

A grocery product manufacturer, who in 1939 needed distribution in 112,000 stores in order to expose his product to 70% of the food store business, in 1960 can achieve the same degree of product exposure by being represented in only 39,500 stores, Mr. Nielsen reported. #

Last Minute News Flashes

VW Moves F&S&R Portion of Account to DDB

NEW YORK, Nov. 25—Volkswagen of America will move its truck, service and used car advertising from Fuller & Smith & Ross to Doyle Dane Bernbach, effective next May, thereby consolidating its entire account with one agency. The F&S&R segment has been billing about $500,000.

Niefeld Joins (lint Frank as Marketing Director

CHICAGO, Nov. 2 —Dr. Jaye S. Niefeld has joined Clinton E. Frank Inc. as director o marketing—a new position. Dr. Niefeld formerly was director of me ia and research for Keyes, Madden & Jones; before he came to KM&J n 1957 he was director of advertising research at McCann-Erickson, New York.

Black, Starr a d J. R. Wood Name Donahue & Coe

NEW YORK, Nov 25—Donahue & Coe has added two accounts: J. R. Wood & Sons, mal r of Artcarved diamond and wedding rings, which will move its $250 00 account from Batten, Barton, Durstine & Osborn to D&C on Jan. 1 and Black, Starr & Gorham, 150-year-old jewelry and silverware ret ler, which has been handling its own advertising.

Morton Chem :al Moves to Compton

CHICAGO, Nov. 2 —Morton Chemical Co. has shifted its $500,000 advertising account) Compton Advertising, effective Jan. 1. Aubrey, Finlay, Marley & l odgson is the former agency.

(A ditional News Flashes on Page 79)

Dailies' Discount Plans Fine but Chaotic: Benziger

Ridder-Johns Head Notes That Accord on Units Isn't Collusion on Rates

NEW YORK, Nov. 23—A prediction that the newspaper business faces "chaos" as a result of "the rash of different type discount structures that are breaking out all over the country" was made today by Peter Benziger, president of Ridder-Johns, newspaper representative.

"Newspapers have been probably the only industry that never had a price policy," Mr. Benziger said in an interview, "so the current widespread acceptance of a discount philosophy for frequency and volume is encouraging.

"But the tendency of individual newspapers toward unilateral action is evidence of a hit-or-miss approach to something that's going to become a serious industry problem."

Mr. Benziger said that "the amount and degree of discounts given by any one newspaper can be a matter for individual decision, but standard frequency and space segments are vital.

■ "Imagine," he added, "every radio and tv station with its own ideas about frequency and time: 13-second spots in Dallas, 22-second spots in Detroit and 21-seconds in Milwaukee—with frequen-

(Continued on Page 88)

Probe Applicant's Character More Closely, WWDC's Strouse Urges FCC

Station Exec Hits Industry's 'Parasites' at NAB Convention

CHICAGO, Nov. 22—Ben Strouse, president of WWDC, Washington, D. C., today lashed out at cynics and "parasites" in the radio field who, he charged, are damaging the entire industry. He called upon the Federal Communications Commission to make a more careful study of applicants' characters before granting licenses for radio stations.

"Unbelievable though it seems, there are managers and owners of radio stations who have no faith in radio; to whom this business is just a way of making a living, a racket, a job," Mr. Strouse said in a speech at the seventh of eight fall regional conferences sponsored by National Assn. of Broadcasters.

"These are the people who don't realize that the way to make a station succeed is to have it serve the public. They don't see that when a station enjoys public respect and confidence—when it has rendered service beyond the call of duty in time of emergency, when it has taken bold editorial stands, when it daily serves its community in a thousand ways—that station becomes more important as an advertising medium and more profitable. These are the men who cut prices, who have no rate cards, because they have no confidence in their radio stations."

■ Turning to the question of granting licenses, Mr. Strouse questioned if the FCC has the facilities

(Continued on Page 82)

Studebaker-Packard Syndicates Show; Dealers Buy Time

SOUTH BEND, Nov. 23—Studebaker-Packard Corp. will use the stars of "Mister Ed" in some commercials it will run in the new half-hour comedy series which it is sponsoring on 109 stations on a non-network basis.

Alan Young, Connie Hines and Mister Ed, the talking horse, will appear in several of the tv ads for Lark. The show, scheduled to get under way in January, is said by the car maker to cost a total of $3,000,000. It is a cooperative venture in which the manufacturer pays for the series and dealers pay for the time. Approximately 2,000 Lark dealers are participating in the sponsorship.

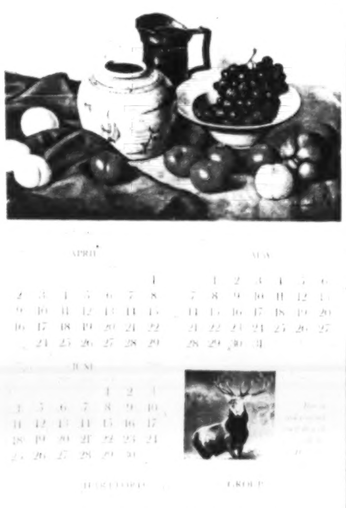
The series is being scheduled in prime time in each market, between 7 and 8 p.m. wherever possible, to reach children as well as adults. All time has been purchased at the national rate, D'Arcy Advertising Co., Studebaker-Packard's agency, said.

The series of 26 shows currently is being produced in Hollywood by Filmways. #

'Direct Mail Directory' and 'Letter Reproduction' Out

The Direct Mail Advertising Assn., New York, has just distributed to its members a complete subject listing of over 2,000 complete direct mail campaigns on file at headquarters. Organized as a subject directory rather than by company names, the 32-page booklet lists about 1,200 individual subjects from abrasives to zippers.

The association has also distributed a membership service report, "Letter reproduction—how to select the process for the purpose."



ART—*A calendar with full-color reproductions of paintings by Henk Bos is part of an eight-page insert by the Hartford Insurance Co. group in The Saturday Evening Post Dec. 24.*

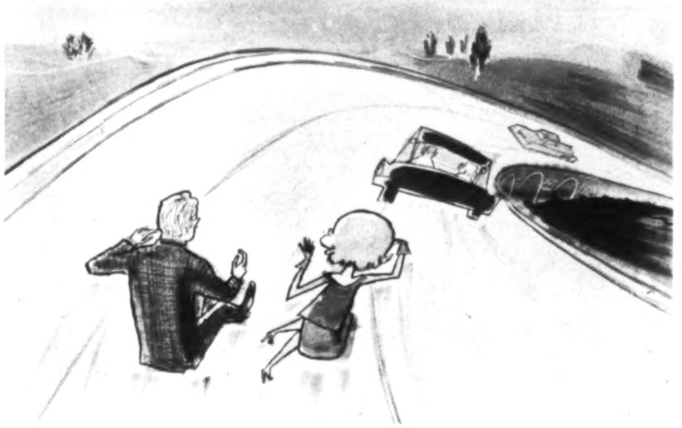
Hartford Insurance Invests $400,000 in 'Post' Insert

HARTFORD, Nov. 23—The Hartford Insurance Co. group has scheduled a $400,000 blockbuster ad section in the Dec. 24 issue of *The Saturday Evening Post.*

The eight-page section—six pages in color and two in b&w—is split between the soft and hard sell approach. On the soft sell side, Hartford will insert a six-page color calendar illustrated with reproductions of paintings by Henk Bos, whom the agency, McCann-Marschalk, describes as a new old Dutch master.

The calendar is easily removable and is perforated to facilitate hanging. Backing the color insert is a b&w spread playing up the importance of Hartford group agents in giving full insurance protection to consumers.

On the statistical front, *The Saturday Evening Post* said the pre-bound calendar insert required over 450 tons—15 carloads—of 90-lb. stock and 18,000 lbs. of ink to print. For a tie-in, the *Post* has printed a number of the 1961 calendars for all Hartford group agents throughout the U. S. #



MAGIC RIDE—*This scene is from a storyboard for an unusual three-minute Chevrolet commercial which made its first appearance on the "Dinah Shore Chevy Show" on CBS-TV Nov. 24. The film showed two people riding in an "invisible" car until the last 30 seconds when the 1961 Chevrolet materialized around them. The production, using "real people," involved a complicated matting process. Audio was limited to 39 words. Arco Films produced the commercial in France with the cooperation of Campbell-Ewald, Chevrolet's agency.*

'Chain Store Age' Wins Consent Decree in Research Piracy Hassle with 'Merchandiser'

NEW YORK, Nov. 23—A copyright infringement suit brought by Business Guides Inc. against Variety Store Merchandiser Publications has been terminated via a consent decree signed in U.S. district court here.

The action involved charges that *Variety Store Merchandiser*, published by the defendant, had infringed on copyrighted material owned by Business Guides, an affiliate of *Chain Store Age.*

In announcing termination of the suit today, *Chain Store Age* said the decree was "based on the consent of the parties to the litigation without an adjudication on the merits of the case."

However, *Chain Store Age* quoted an acknowledgment it said it had received in writing from Preston J. Beil, president of Variety Store Merchandiser Publications, in which Mr. Beil "acknowledged that certain material published in two of its (Merchandiser Publications) 1961 directories was 'copied verbatim from your *Chain Store Guides 1959* without permission and in violation of your copyright'."

■ Further, *Chain Store Age* announced that the decree "permanently enjoins *Variety Store Merchandiser* from infringing on copyrighted data owned by Business Guides Inc. [and] requires defendant to destroy all copies of such infringing material still in its possession." Merchandiser Publications also paid "substantial cash damages as a consideration of the settlement," *Chain Store Age* added.

Godfrey M. Lebhar, chairman of *Chain Store Age*, indicated that the suit against *Variety Store Merchandiser* was just one phase in a drive to "halt the unlawful copying of expensive research data."

He said "many large paid-subscription publishers like *Chain Store Age* maintain large research divisions to provide authentic data for their publications. Such data is then vulnerable to copying by other publishers who blithely ignore copyright protection.

"What concerns us more than the trespass on our property," he continued, "is the deception of the reader. Almost always the lifted material is taken from old issues and passed on by the copier as new data. Thus the business man begins to question the reliability of the whole business press," he said.

■ According to Irving L. Slobod, vp and general manager of *Chain*

(Continued on Page 81)

'Unneeded' Goods Vital to Country, College Press Told

CHICAGO, Nov. 23—Nearly 70% of the consumer goods sold in the U.S. are not really needed, because all that people "really need" are minimal food and shelter. People *can* live in caves and eat a mixture of flour and spinach every day and survive.

That's what Perry L. Brand, vp of Clinton E. Frank Inc., told almost 1,000 college newspaper editors, writers and publishers at the 36th annual convention of the Associated Collegiate Press today.

But the "unnecessary" consumer goods are essential to the economy and not only make life more pleasant but also indirectly pay for the missiles the country needs, Mr. Brand, the first adman ever heard by ACP, said.

He questioned the right of any individual to dictate what Americans need and should consume.

■ Having shown his audience how advertising works through the creation of brand images, Mr. Brand argued that it should be allowed to continue to work for the benefit of the country's economy.

He reported that 18,643 patents for the proverbial "better mouse trap" are currently on file with the government, and emphasized that without advertising nobody is "making a beaten path" to the inventors' doors.

Beating a drum, however, is not what the competitive situation requires, Mr. Brand said, stressing that advertising must be "creative" to be of any effect.

Admitting that he is embarrassed by the "malpractitioners" of advertising who blend toothpaste with shaving cream to mislead tv audiences and do similar tricks, Mr. Brand said he is proud to be an adman, and especially an agency man, because, he said, 99% of American advertising is honest and serves a good purpose.

■ He added that most of the abuses and objectionable practices occur in the larger segment of advertising not handled or created by agencies.

Mr. Brand assured his audience of future Fourth Estaters that even the largest advertisers cannot control the editorial policies and practices of strong media. To attempt this would be a self-inflicted "kiss of death," he said. #

Campbell 'Sponsors' Telephone Weather Reports in 8 Cities

CAMDEN, N. J., Nov. 25—Campbell Soup Co. is testing sponsored telephone weather messages in eight cities around the country. Those who dial the local weather number get a report on the latest weather and a message from Campbell about its soups.

Small-space ads telling readers, "for weather dial BE 5-8601," are being used in at least one city, Portland, Ore., and other types of ads and point of sale notices in groceries are being used in other cities to determine which method produces best results.

Batten, Barton, Durstine & Osborn, New York, is the agency for Campbell's heat processed soups. #

Home Foods Boosts Charlton

American Home Foods, New York, has promoted James M. Charlton, formerly midwestern regional manager, to merchandising manager. He succeeds Jack Conrad, recently named sales manager, grocery sales.

Highlights of This Week's Issue

Neil McElroy, chairman of Procter & Gamble Co., urges the Advertising Council to give thought to a project to create more interest in government as a career .... **Page 6**

C. J. Guzzo, senior vp of Gulf Oil Corp., says a prime job for oil industry leaders is to improve understanding between various segments of oil marketing .... **Page 26**

J. Alphonse Ouimet, president of the Canadian Broadcasting Corp., warns advertisers using the network that the future of the publicly owned body is threatened by "dangerous statements" about the way it gets and uses its money .... **Page 28**

The Saturday Evening Post runs an extensive promotion to back "Best of the Post," a series of half-hour dramas based on stories from the pages of the magazine .... **Page 32**

William O'Dell, president of the American Marketing Assn., says that U. S. marketing men are "amateurs" in eyes of Russian counterparts .... **Page 36**

Roy M. King, editor of Food Topics and Food Field Reporter, says packaging designed to aid the supermarket operator, through quick turnover and efficient handling, can be the difference between a manufacturer's representation in the market place and his being on the outside looking in .... **Page 44**

Shell Oil Co. gives its radio commercials visual impact by referring listeners to its printed ads .... **Page 46**

E. I. du Pont de Nemours & Co. begins a six-year study to determine the effects of industrial advertising .... **Page 47**

Clinton E. Frank, president of the agency bearing his name, lists profitless past and a well-balanced team of advertising specialists as reasons for the agency's "modest" success .... **Page 50**

Jordan D. Wood, manager of marketing services, Jones & Lamson Machine Tool Co., gives reasons behind J&L's decision to prune its 1961 media list sharply and become a dominant advertiser in the remaining publications .... **Page 54**

Art Directors Club of New York awards Earnest Elmo Calkins the club's Medal for Special Merit .... **Page 58**

American Marketing Assn. polls its 8,000 members on whether to allow its Canadian membership, the Marketing Assn. of Canada, to become incorporated in Canada .... **Page 64**

Frank Johnson, advertising manager of Heritage Publishing Co., says, "If you can't be good, be simple" .... **Page 65**

Readers sympathize with "Adman's Irate Wife" .... **Page 66**

Leo Burnett, chairman of Leo Burnett Co., urges copywriters not to be dull, high falutin' or clever with words, but to be simple, believable and different .... **Page 69**

Len O'Conner, news commentator, WNBQ-WMAQ, Chicago, blames agencies for poor tv programming and accuses them of conducting faulty research in the rating of tv shows .... **Page 78**

H. K. Negbaur & Co. survey reveals that agencies throughout the country favor development of a master layout plan for offices, with the plan flexible enough to be altered to suit individual agency needs .... **Page 83**

FIGURES TO FILE

Farm Publication Linage .... **Page 34**
Videodex Net TV .... **Page 77**
Network TV Gross Time Billings .... **Page 87**
CID Discount Plan .... **Page 88**

REGULAR FEATURES

Advertising Market Place **84**
Along Media Path **44**
Coming Conventions **59**
Creative Man's Corner **70**
Editorials **18**
Employe Communications **76**
Farm Publications Linage **34**
Getting Personal **22**
Information for Advertisers **56**
Learning from Retail Ads **74**
Obituaries **12, 86**
On the Merchandising Front **74**
Photographic Review **52**
Production Tips **72**
Rough Proofs **18**
Salesense in Ads **76**
Versatile Adman **64**
Voice of the Advertiser **66**
What They're Saying **18**

Improve Ads or Programs? Duram, Erickson Disagree

NEW YORK, Nov. 22—One of advertising's more outspoken members told agency men here today to concentrate their efforts on making better attention-getting commercials and take their chances on numbers delivered as far as programs are concerned.

Rodney Erickson, president of Filmways, asked members of the Radio-TV Executives Society: "Do you want to bother buying programs and supervising and worrying about them or do you want an easy life? It boils down to that." He suggested that an agency spread out its client's broadcast money over several shows and then rely on the power of its commercial messages to sell the product.

■ The agency's biggest concern, Mr. Erickson explained, should be in breaking through the consumer's wall of indifference toward commercials. In order to get the viewer's interest, "We must rely on puffery; we must startle them, cajole them. Get the people in the tent, and then sell them," he advised.

"Shows can't get much better because tv is a mass medium," Mr. Erickson pointed out. "If you have a product that needs a selective medium, use *The New Yorker*," he added.

■ Arthur E. Duram, senior vp in charge of radio-tv for Fuller & Smith & Ross, opposed Mr. Erickson's view, saying that agencies can and must strive for better

(Continued on Page 12)

Washington State Group Proposes Ad Control Law

SEATTLE, Nov. 23—A general prohibition of "false, misleading and deceptive" advertising, including mail, telephone and even door-to-door selling, will become law in Washington if the legislature adopts proposals of the Washington Consumer Advisory Council.

State Attorney-General John J. O'Connell, chairman of the appointive council composed of 33 citizens from all walks of life, said the group will recommend a state law based on the Federal Trade Commission Act.

Its clause, "unfair competition and unfair or deceptive acts or practices in commerce are hereby declared unlawful," would be desirable on the state level, Mr. O'Connell said.

The council will specifically include mail, telephone and personal sales efforts as coming under advertising in its recommendations, he reported.

Action on the recommendations is expected in January.

■ The Washington group did not urge any limitation on the use of consumer credit beyond the recommendation that instalment contracts include additional information to safeguard the signer.

The council will also recommend stricter controls, including some form of a "registration" requirement, for the fields of home improvements, tv and radio repairs and automobile sales, the sectors of the economy producing the largest number of legitimate consumer complaints, the chairman said. #

MISSING WRINKLE—*Roland Winters (right), who made many appearances as Charlie Chan in motion pictures on tv a few years ago, is returning to his Chinese detective role on tv screens, this time in a commercial for Cluett, Peabody & Co., New York. Aided by "Number One Son," played by Peter Wong, Detective Chan solves the case of the missing wrinkle in 60 seconds. The commercial will continue through the spring of 1961 on Cluett, Peabody's regularly sponsored ABC-TV shows. Lennen & Newell is the agency.*

Success Pushes Mutual of Omaha's Offbeat Uncle Moo Ads to 7 More Western Markets

SAN FRANCISCO, Nov. 25—Uncle Moo has been so successful on television here that he has added seven new markets to his schedule.

Uncle Moo is a fictitious character developed by Guild, Bascom & Bonfigli for its client, Mutual Benefit Health & Accident Assn. He derives his name from the initials of Mutual of Omaha, by which name the company is more commonly known.

Light, humorous commercials typify Uncle Moo as a rich relative, ready to help his nephews in need of cash. The tv ads were begun in mid-August on re-runs of "Bold Journey" and in other spot locations.

As a result of the commercials, the insurance company reached a new sales peak in this area, the agency explained. This has encouraged the company to add Seattle, Portland, Sacramento, Phoenix, Tucson, Reno and Pocatello to its tv schedule. In the eight western markets, 16 stations will now be used, with an average of six spots per week per market. Radio spots also are being run in San Francisco.

■ A GB&B executive said the Uncle Moo idea was developed after the agency and client concluded that advertising could not sell policy facts for an insurance company. So it was decided to aim the ads at selling personal interviews, he added.

George G. Gargett, director of market research of Mutual of Omaha, said, "It is interesting to note that previous national advertising is identified in viewers' minds in terms of the program being sponsored, not the commercial message. In case of Uncle Moo it is the commercial itself which attracts attention," he explained.

■ One of the 60-second tv ads from the Uncle Moo series shows a policeman being interviewed. The audio begins:

Interviewer (*off camera*): "And now Mutual of Omaha presents a man with a problem. Your name, sir?"

Policeman: "McGarrity. Mike McGarrity."

Interviewer: "You're obviously a policeman, but, as we understand it, you're unable to work. Why not?"

Policeman: "Well, I'm standin' on the corner when this politician comes by, slaps me on the back—and I swallow my whistle."

Interviewer: "That's a shame. When do you think you'll be back on the job?"

Policeman: "Oh, pretty soo-oo-oo" (*police whistle effect*).

Interviewer: "What you need is a rich uncle—like Uncle Moo."

Policeman: "Uncle whoo-oo-oo? . . . ." #

Judge Finds Sleep Center's 'Life' Plug Was Merely Dream

NEW YORK, Nov. 23—A precedent regarding the legal obligation of a magazine to a publicity representative may have been set earlier this month when Norman Dine lost a $100,000 breach of contract suit against Time Inc. and a *Life* reporter.

Mr. Dine runs the Sleep Center, a retail store which features unusual bedding in addition to conventional lines. In the past he has been receptive to publicity.

Before the Sleep Center opened in 1957, Mr. Dine said he offered *Life* an exclusive on a new "platonic" bed provided the magazine ran the story with a credit line.

The store opened May 13, and the *Life* item ran June 3, without credit.

He sued.

■ Among the issues in the trial, which took place in state supreme court, were: Does *Life* make firm promises of credits? (It depends on whom you speak to.) Is a researcher/reporter empowered to make such commitments? (No). Is it normal practice of the public relations business to expect such commitments? (No.)

Among its witnesses, Time Inc. called on Philip Klarnet, exec vp of Edward Gottlieb & Associates, to testify concerning normal practices of the public relations business and the nature of relations between pr and editorial people.

While the *Life* researcher denied having made any firm promises to Mr. Dine, Mr. Dine said he felt there had been "a breakdown in communications" somewhere between him and the final editorial authority at *Life*. He said today he was undecided about whether he would appeal the decision, adding that his own availability as a witness was a factor involved. #

Colgate Names Sager

Colgate-Palmolive Co., New York, has appointed Raymond Sager to the new position of manager of market planning for the associated products division. Formerly south central regional manager, he will now supervise new product development in the division.

High Court Ruling in Drug Store's Plaint Seen New Lever for Fair Trade

Action by Injured Retailer May Offer Enforcement Solution

WASHINGTON, Nov. 23—The Supreme Court demonstrated again this week its latent sympathy for retailers who try to find a way to strike back at price cutters.

By refusing to review the so-called Four Corners Pharmacy case, the court opened the way for retailers to file suit against competitors who cut prices on fair traded items.

Some experts on fair trade think this kind of direct action by injured retailers is precisely the prescription that's needed to put teeth into resale price maintenance laws.

Because of a series of setbacks in the courts, retailers have been taking a defeatist view about the possibility of enforcing loss leader and fair trade laws.

In 1952, the Supreme Court blasted a big hole in the Miller-Tydings federal fair trade law. While Congress soon obliged with a stronger and broader substitute, state courts have been striking down one state fair trade law after another.

■ The Four Corners Pharmacy case was lodged by a neighborhood drugstore in nearby Silver Spring, Md. It got an injunction to stop two big drug chains—Dart Drug and Peoples Drug Stores—from cutting prices on fair trade items.

The chains took the position that only the manufacturer or supplier is injured if prices are cut. They tried unsuccessfully to convince Maryland's court of appeals that the neighborhood drugstore had no basis for seeking the injunction.

While the Supreme Court occasionally has knocked holes in fair trade arrangements, experts point out that the court has never questioned the constitutionality of resale price maintenance.

Its earliest decision, in Old Dearborn vs. Seagrams, in 1936-'37, confirmed the constitutionality of state fair trade laws, including non-signer clauses.

This decision stood until the Schweggmann case, in 1952, when the court decided the federal fair trade law was not broad enough to allow the enforcement of fair trade agreements against non-signer retailers (those which had not signed a formal agreement with the supplier).

■ Fair trade was battered in the McKesson-Robbins case, also. Here again, however, the court was concerned solely with a matter of scope. It ruled that McKesson-Robbins could not enforce fair trade agreements with its distributors because its own wholesaling operation was carried on in competition with these retailers.

■ In contrast with these "fringe" assaults on fair trade, experts point out, the court has avoided a number of opportunities to rule again on the constitutional question. In the Four Corners Pharmacy case, they feel, its refusal to review the Maryland court of appeals' decision stands as an indication that the court is in no hurry to interfere with the efforts of retailers to make

(Continued on Page 80)

Flarsheim Moves to Haas from Biddle With 5 Accounts

CHICAGO, Nov. 23—Henry Flarsheim, vp and account executive in the Chicago office of the Biddle Co., has left the agency and taken five accounts to Robert Haas Advertising, which has named him vp and senior account executive.

The accounts involved are General Card Co., Chicago, expected to spend $150,000 next year; National Office Furniture Assn., Chicago, $75,000; Werco Steel Co., Chicago, $50,000; Mid-States Aviation Corp., Northbrook, Ill., $35,000; and Stonegate China Co., Wood Dale, Ill., $25,000.

Both Mr. Flarsheim and Tim Morrow termed the separation "very amicable." The Biddle Co. said, "We parted friends," in a letter. #

fresh!
naturally, it's
ANDY BOY
broccoli

BOY!—*Andy Boy broccoli is being featured on 2,500 subway posters in New York and Boston and on tv spots 30 times weekly on WNEW-TV, New York, through the end of December. Hicks, Greist & O'Brien, Boston, is the agency.*

N.Y. Commuters Go Home Loaded—With Monks' Bread

NEW YORK, Nov. 22—Wives of commuters who take the 5:29 to Rye, Greenwich and Stamford got a pleasant change of pace last night when their spouses came home with nice little packages they didn't get in the bar car.

The packages were loaves of Monks' bread, which men from Ward Baking Co. and Grey Advertising distributed on seats in the 13-car train. About 1,200 loaves—which retail at 29¢ each—were put out before the train started loading its nightly quota of commuters.

■ As the train filled, there were varied reactions to the packages on the seats. Some guys and gals—obviously poorly-paid agency slaves—immediately fell to nibbling the product, "baked under the license and special recipe of the Trappist monks, Abbey of the Genesee, Piffard, N.Y."

One blonde, who looked not ill-nourished, snapped, "You'd think there'd be some salami with this."

A tired male, research-type, fondled the loaf and said, admiringly, "What a way to sample!"

■ The more versatile alternated bites of bread and sips of liquid nourishment from the bar, while reading a communication from Ward Baking Co. It said: "Dear commuter: You are probably the bread winner in your home. But, honestly now, have you ever real-

(Continued on Page 83)

Cornette Corn Oil Margarine Reappeared as Mazola After Competitor's Success: Suitt

NEW YORK, Nov. 22—Corn Products Co. is the world's largest processor of corn. Nevertheless, the company was beaten to the punch in the corn oil margarine market by a competitor, Standard Brands.

Standard Brands not only stole a march on Corn Products with its Fleischmann's corn oil margarine, but its success forced Corn Products to change the name of its product from Cornette to Mazola.

Some of the reasons why this change was made were explained last week by William W. Suitt, vp and copy supervisor of Lennen & Newell, in a talk to the Copy Research Council of New York. Lennen & Newell is handling Mazola (nee Cornette) margarine.

■ Mr. Suitt reported that the market research conducted by Corn Products' Best Foods division before the introduction of Cornette indicated that Mazola would not be a good name for a margarine because it left in consumers' minds a connotation of an oily margarine. (Mazola is, of course, the well-established name of Corn Products' corn-derived salad and cooking oil.)

As a result, Best Foods ran with Cornette, introducing the product in test markets after Standard Brands had already appeared with its Fleischmann's brand.

■ The markets were watched closely and Mr. Suitt said these results were observed: In markets where both Cornette and Fleischmann's were available, the total market for corn oil margarine expanded considerably; however, the bulk of this new business was going to the Fleischmann brand.

Mr. Suitt said Best Foods then went into the field to conduct more consumer research. It found, he reported, that there was a "complete change" in consumer attitudes. The heavy introductory promotion for corn oil margarines had won acceptance for this product, so much so that the name Mazola as a margarine brand no longer produced adverse reactions about an "oily margarine."

As a result, Cornette was scrapped and the product appeared in a new dress as Mazola margarine, introduced as "so spectacular it's patented" (AA, Oct. 17).

■ Mr. Suitt claimed that Mazola margarine, "is now a dramatic success." He also said that this experience shows that advertisers cannot be content to rely on old research findings—even those only six months old.

Mr. Suitt, who is president of the Advertising Writers Club of New York, an organization formed earlier this year as a counterpart to the Art Directors Club, devoted a considerable portion of his talk to a reply to Marion Harper Jr., president of McCann-Erickson. Mr. Harper recently lashed out against the "advertising cult of creativity" (AA, Oct. 31).

Mr. Suitt asserted:

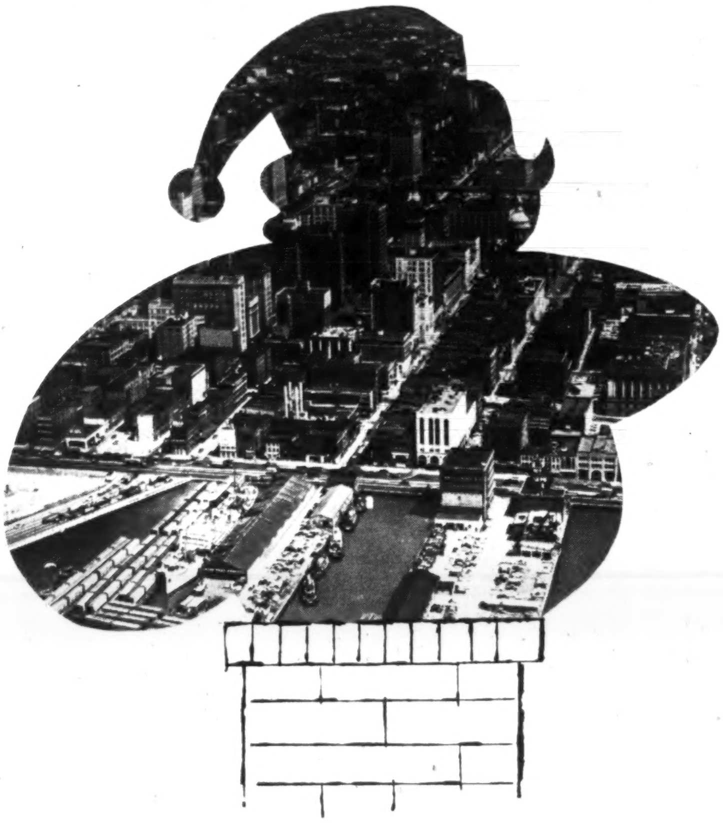
"Let this point be clear. Creativity is not the product of a twisted mentality. It is the twist that makes a dull thing glitter. In advertising it is often the difference between a stuffed shirt and a guy who understands why a woman in a chauffeur-driven car will still bring coupons to the supermarket and count her green stamps before leaving the checkout counter.

"Creativity is a value. And to fail to understand creativity and its value to advertising is a failure to understand the anatomy of advertising." #

FUND GIVER—*Harvey C. Russell (left), Pepsi-Cola Co., presents his company's contribution to the 1960 United Negro College Fund nationwide appeal, to Bruce Barton, of Batten, Barton, Durstine & Osborn, UNCF national campaign chairman.*

Huntington Publishing Boosts C. P. Wilson, Jim Hoffman

Huntington Publishing Co., Huntington, W. Va., publisher of the *Advertiser* and *Herald-Dispatch*, has promoted Jim C. P. Wilson from advertising director to vp and business manager. Jim Hoffman has been promoted from general ad manager to advertising manager of the dailies.



Talk about compact!

There simply is no other major market as compact as metropolitan Baltimore. And this helps put *extra* sales "in the bag" for your advertising dollars.

These simple figures tell the story: more than 85% of Baltimore families (1.5 million people) live within a 15-minute radius from the heart of downtown, roughly the ABC city zone.

Furthermore, an estimated 92% of the Baltimore market total retail sales are transacted in this same compact area, America's 13th largest market.

You reach this unusually compact market best with the Sunpapers. More than 88% of our daily circulation (77% of it home delivered) and more than 82% of our Sunday circulation (80% of it home delivered) is in Baltimore's concentrated, highly productive city zone.

The Baltimore Sunpapers

ABC 3/31/60: Combined Morning and Evening 415,095—Sunday 320,877

National Representatives: Cresmer & Woodward, Inc.—New York, San Francisco, Los Angeles
Scolaro, Meeker & Scott—Chicago, Detroit

Greensboro-
GREEN THUMB
OF THE NEW
SOUTH'S MARKETS
VA
N C
ARK
S C
LA
MISS
ALA
GA
FLA
In The
Top 20 In
Total Retail Sales

Greensboro Pumps Octane into Gasoline Sales

Bustling Greensboro is a market on the go—a must on any gasoline advertising schedule pointed toward the NEW South. Last year Greensboro burned about the same gasoline as Baton Rouge and Mobile; with a gain of almost 50% over a 5 year period. A major sales factor: the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

Write on company letterhead for "*1960 Major U. S. Markets Analysis*" Brochure of all 300 Metropolitan Markets.

Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation.

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

USING IT THIS WEEK?

In today's savagely competitive market, more and more advertisers are turning to the selling power of THIS WEEK Magazine. Top Manufacturers will invest $11,780,000 in THIS WEEK Magazine in just the last quarter of 1960 alone—an increase of 5% over 1959!

November 27, 1960

This Week
MAGAZINE

42 GREAT NEWSPAPERS

"Let's stop kidding about cops!"

Magic Music for your home

LEOPOLD STOKOWSKI

CLEMENTINE PADDLEFORD'S

Christmas Cookie Festival ... Page 23

Check these top advertisers who are using it this week!

THREE-FIFTHS SPREAD

General Electric Company—
Housewares and Commercial Equipment Division, Radio Receiver Department

PAGE

Bulova Special Products Division
The Encyclopedia Americana
The Formfit Company—
Skippies Girdle and Life Bra
Futorian Stratford—
TV Stratolounger and Avon Divisions
Gulf Oil Company
Kent Filter Cigarettes
Libby's Tomato Juice
Lipton Soup Mixes
New York Life Insurance Company
Salem Cigarettes

THREE-FIFTHS OF A PAGE

The Quaker Oats Company—
Quaker Puffed Wheat and Rice

HALF-PAGE

American Cyanamid Company—*Fibers*
Argus
Corn Products Company—
Karo and Mazola
French's Parakeet Foods
Union Carbide Corp.—*Textile Fibers*

OTHER

Avalon Hill Adult Games
B. T. Babbitt, Inc.—
Cameo Copper Cleaner
Campana—*Italian Balm*
Dr. Scholl's Foot Massager
Good-Aire Air Freshener
Minnesota Mining & Manufacturing Company—*New Scotch Brand Gift Tape*
Mirro Aluminum Company—
Aluminum Ware
Midol
Phillips' Milk of Magnesia
Pittsburgh Plate Glass Company—
High-Fidelity® Mirrors
Sofskin Hand Cream
Westclox Watches, Division of General Time
Vick Chemical Company—
Vicks Inhaler
Vicks Va-tro-nol
Z.B.T. Baby Powder

To move goods fastest...use

THE MOST POWERFUL SELLING FORCE IN PRINT!

CIRCULATION MORE THAN **13,000,000**

McElroy Urges Ad Council Project to Lure More Able People into Government Service

NEW YORK, Nov. 22—The Advertising Council will shortly undertake a new campaign aimed first at restoring faith in America's growth, along lines similar to that used successfully in 1958. And the campaign will have a second phase which discusses the growing Sino-Soviet threat in its economic and psychological aspects, as well as its military features.

Roger Blough, chairman of U.S. Steel Corp., made the announcement in the course of preliminaries at the Advertising Council's annual dinner last night. He pointed out that U.S. Steel has already embarked on a campaign aimed at allaying fears about the U.S. economy, an effort which has attracted the cooperation of other companies (AA, Nov. 21).

▪ The Advertising Council's 1960 public service award was presented at the dinner to Neil McElroy, chairman of Procter & Gamble Co. and former Secretary of Defense, by Roy E. Larsen, chairman of the executive committee of Time Inc., who was the recipient last year. Mr. Larsen praised Mr. McElroy's contributions to American defense and to education, particularly in 1955 when Mr. McElroy headed the 1955 White House conference on education.

Neil McElroy

Mr. McElroy stressed the importance of getting more able people into government—"The blunt truth is that we urgently need a change in the public attitude toward government service and the people in it." Public attitudes toward government are not conducive to recruiting and retaining able people, he said, and he suggested (1) that more and better people be encouraged to seek elective offices; (2) that career people in government be given better incentives and compensation; (3) that appointed administrative people get more sympathetic treatment.

▪ On the third point Mr. McElroy feels that "reasoned and practical standards of decision" are needed in areas of stock holdings and conflict of interest rulings. He pointed out that substantial personal sacrifice is often involved, and that "largely, the only men who can accept are those with accumulated assets. This is a poor way to sort out people for important appointive government assignments."

He twice emphasized that he wasn't reflecting personal experience, because of an "intelligent interpretation of my personal situation by the Senate armed forces committee," and he said his opinion is that conflict of interest concerns have discouraged men from public service whose leadership qualities and integrity would be better protection against conflict of interest than sale of stock.

▪ The former Secretary of Defense urged the council to give thought to a project to create more interest in government as a career, asserting that "it is for us to show that a nation dedicated to freedom can staff its government for world leadership and for the victory of freedom and justice." #

Kleenex Gets Yule Spirit

Kimberly-Clark Corp., Neenah, Wis., is marketing a holiday package of 200 alternating red and green Kleenex tissues. The entire supply has been sold to distributors and the company plans no advertising.

Kenneth Akers of Griswold-Eshleman Cuts Down Duties

CLEVELAND, Nov. 22—Kenneth W. Akers, onetime president and more recently a parttime account executive of Griswold-Eshleman Co., is curtailing his active affiliation with the agency still further.

After 27 years with the agency, he will limit his duties to writing copy for the Warner & Swasey Co. account, which he has been handling for 23 years.

Kenneth W. Akers

On a retainer fee,, and under contract for life not to compete with the agency, Mr. Akers will produce the Warner & Swasey copy in his home. He will not have a title, the agency said.

Mr. Akers was president of Griswold-Eshleman from 1945 to 1957, when his interest was purchased from him by the agency, and he was succeeded by Charles Farran, who is still president and chief executive officer. Mr. Akers has not had managerial duties since 1957, the company said.

▪ John Davis is chairman of the board and treasurer of Griswold-Eshleman. Other executive officers of the agency are William Weaver, vp, and V. Clayton Kenny, vp in charge of creative services.

During the past three years the agency's billings have increased from $9,000,000 to $12,000,000, David Skylar, vp, reported. #

ABP Names Three in Organizational Changes

The directors of Associated Business Publications have made three top organizational changes to prepare for future growth. The realignment coincides with the announcement that ABP has increased its membership to 170 business papers with the admission of *American Restaurant* and *American Motel*, both Patterson publications.

John B. Babcock, with ABP since 1951, has been named senior vp in charge of the administration of member services. Irene Pearson, formerly assistant secretary and on the staff of ABP since 1939, has been named a vp. She will continue as manager of internal operations and as secretary of the editorial division. Hazen H. Morse Jr., a vp, will now concentrate fulltime on ABP's sales development program.

U. S. Steel Fund Aids Films

U.S. Steel Foundation has made a major grant to provide nationwide distribution of a new film series, "Horizons of Science," to schools, colleges and civic groups. The ten different 16mm color films were produced by Educational Testing Service, Princeton, N. J., supported by an initial grant from the National Science Foundation.

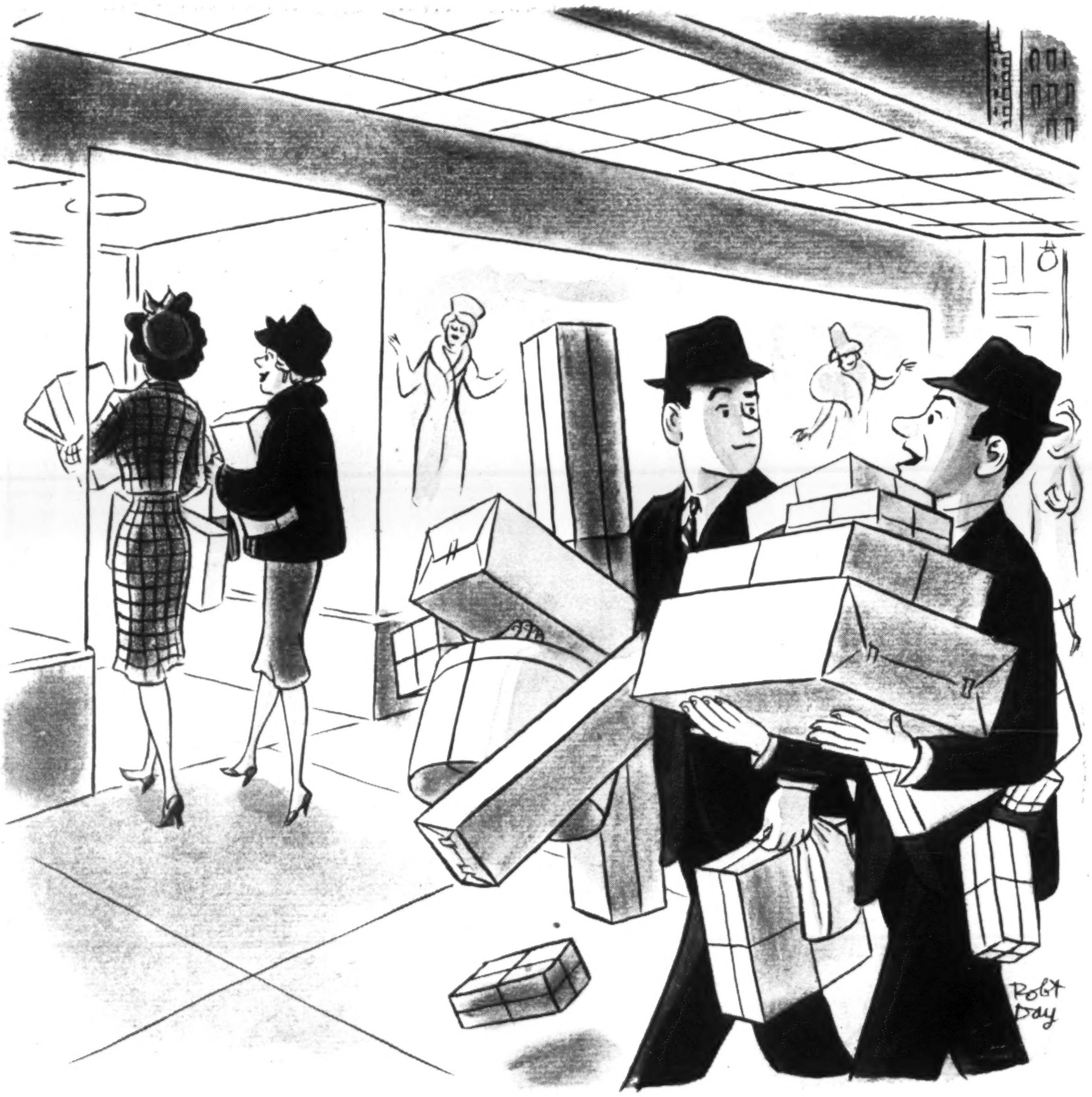
Silverman to Feldman

Maurice Silverman, formerly an account executive with Gourfain-Loeff, Chicago, has joined Burton G. Feldman Inc., Chicago, as account executive. He will handle the Tastee-Freez and the Terox Corp. of America accounts. Prior to joining Gourfain, Mr. Silverman operated an agency under his own name.

Spence Joins 'Flying'

Charles Spence, formerly with Palmer, Codella & Associates, has joined *Flying*, New York, as promotion manager, a new post.

INSIDE SOLID CINCINNATI:



"Are you sure it was a good idea to tell them we Cincinnati Enquirer families have $600 more a year to spend than the average Cincinnati family?"

................SOLID CINCINNATI READS THE CINCINNATI ENQUIRER

Daily Enquirer families *make* more, *need* more, *spend* more. You're *in solid* with them when you advertise in their newspaper . . . the Cincinnati Daily Enquirer. For more facts on the *market-that-matters* in Cincinnati, write the Cincinnati Enquirer for the latest Top Ten Brands survey.

Represented by Moloney, Regan & Schmitt, Inc.

"Ad Page Exposure is a revolutionary advance in media research. It measures something we really want to know, and has proved immediately and significantly helpful in our media decision making."

Paul Gerhold
Vice President & National
Director of Media & Research
Foote, Cone & Belding, Inc.

"APX is a milestone in magazine research. The measurement will take time to develop acceptance in our industry. All technical advancements need time to develop acceptance. But it will certainly come."

Dr. E. L. Deckinger
Vice President & Director of Media
Grey Advertising Agency, Inc.

"The concept of APX is a logical and necessary step in more clearly defining print media audiences. The current studies are of great value to the media planner."

B. Blair Vedder, Jr.
Vice President & Director of Media
Needham, Louis and Brorby, Inc.

"We think that Ad Page Exposure is a useful dimension in evaluating a magazine – one which the media planner can measure in his quest for precise evaluation. The new study adds data most helpful in giving us better perspective on the magazine medium."

Newman F. McEvoy
Senior Vice President
Director of Media
Cunningham & Walsh, Inc.

"The Saturday Evening Post studies on Advertising Page Exposure give us, for the first time, the power to go within a magazine's audience and determine how many opportunities for exposure the average advertising page has and against whom. Equally significant was their contribution in developing and validating a sound measurement technique."

Seymour Banks
Vice President in
Charge of Media Research
Leo Burnett Company, Inc.

"APX for the first time furnishes an added dimension to audience measurement. An important breakthrough!"

A. C. De Pierro
Vice President, Charge of Media
Geyer, Morey, Madden & Ballard, Inc.

"The new APX study demonstrates the effectiveness of magazines in exposing ad pages to consumers. It also proves that some magazines can deliver repeat exposures to the same ad page in the same issue at no additional cost."

Fred Olsen
Vice President & Media Director
Hixson & Jorgensen, Inc.

"All in all the entire study is a most useful tool in media analysis and selection."

Watts Wacker
Vice President & Media Director
D. P. Brother & Company

"APX goes a long way toward closing the gap between the known circulation of a publication and the estimated number of persons who are actually confronted with an individual ad."

William Orthman
Vice President
Media & Marketing Director
Botsford, Constantine & Gardner, Inc.

A CURTIS MAGAZINE

The word is spreading

The Saturday Evening
POST
THE INFLUENTIALS' MAGAZINE

Wrigley's Not Fussy . . .

Any Name that Sells Our Gum Is Sweet: Lopez

Overseas Marketing Problems Discussed Before IAA Members

CHICAGO, Nov. 22—What does a worldwide marketer of mass consumption items do if most of his foreign customers can't easily pronounce his brand names?

William Wrigley Jr. Co., for one, lets its foreign consumers call its products by whatever name they choose, as long as they can ask for and get the "right thing." Then Wrigley registers these foreign names and uses them in advertising in the appropriate markets. The uniform product image is retained throughout the world through the visual aspect of its ads, showing the packages, which carry the American brand names and are identical in most countries.

■ Manuel R. Lopez, export manager of the chewing gum maker, told how illiterate Indians in Guatemala, for example, get Wrigley's Juicy Fruit gum: They simply ask for "Blue Sky" in any of the eight prevalent dialects. In Panama, Spearmint is "White Arrow," he said.

Mr. Lopez described his company's solution of the problem at a panel discussion of changes in international advertising, conducted today by the Chicago chapter of the International Advertising Assn.

■ John A. Miguel, vp in charge of export, Zenith Radio Corp., and Horace M. Kinne, supervisor of advertising, engineering products, Allis-Chalmers International, Milwaukee, the other panelists, also related some international experiences.

The fallacy long held by many admen that a good idea will not work abroad simply because it is American has been disproved by the "great number of foreign competitors who have copied American ideas and techniques with notable success," Mr. Miguel said.

His company combats Japanese price competition and ads stressing low prices by emphasizing American quality, service and availability of components, the Zenith vp said.

■ "The stiff competition in the present era will not be confined to product features, pricing, styling and profits, but will also extend to the propriety, character and consistency of the advertising program. If we are lacking in this effort, our competitors who have an adequate and proper ad program will make further inroads even in our traditional strongholds," Mr. Miguel added.

Representing the heavy equipment industry on the panel, Allis-Chalmers' Horace Kinne said that abroad, as well as at home, advertising can never replace salesmen in his industry, because it "cannot do their job."

It does, however, pave the way for them, he said. He reported that many sales engineers and even heads of foreign distributorships do not have a sufficient appreciation of advertising and its effect.

His company uses two distinct types of campaigns, he said. Whether stressing the corporate image or product, both are intended to reach people with buying influence, people who often are inaccessible to a personal sales approach.

Mr. Kinne said that many foreign ads of today remind him of an historical display of American advertisements that ran 50 years ago. He stressed, however, that he does not imply "for one minute" that present day advertisers in foreign countries are 50 years behind the times—some of the engineering minds there merely seem to think that if they tell too much about their product, competitors will copy it. But this type of advertising is rapidly disappearing, he added.

■ Neil S. George, manager of advertising and marketing services, international division of Minnesota Mining & Mfg., St. Paul, said that his company promotes its products' American origin in some markets, but not in others, because in some cases an emphasis on it would "kill us."

Like Wrigley, 3M permits the use of local names as long as they sell its products, Mr. George said. He reported that in Japan competitive feelings are so fiercely anti-American that the association of its Japanese competitors might well be called the "Anti-3M League." #

Brogan **Morris** **Hirsch**

TvB MEETS—*Shown at the Television Bureau of Advertising's sales advisory committee session at the Bureau's sixth annual convention in New York are E. B. Brogan, advertising director of American Motors; Robert Z. Morris of WKBT, La Crosse, Wis., and James C. Hirsch, director of TvB's national sales.*

White & Shuford Names Two

White & Shuford Advertising, El Paso, has appointed John Amodeo radio-television production manager. Mr. Amodeo formerly was with KNOE, Monroe, La., and KELP and KROD, El Paso. John H. Nickelsen, formerly with Campbell Soup Co. as editor of company publications in Chicago, also has joined White & Shuford.

Denham Adds 2 Accounts

Twin Pane Corp., Detroit, manufacturer of insulating glass units for the building products market, and Chelsea Mfg. Corp., Novi and Chelsea, Mich., manufacturer of components for automotive, truck and other industries, have appointed Denham & Co., Detroit, to handle their advertising.

Milgo Names McClellan

Milgo Electronic Corp., Miami, has appointed McClellan & Gilpin, Winter Park, Fla., to handle its advertising.

Equipment courtesy of Macy's New York

Why **sporting goods** advertisers put us **first** among all New York evening newspapers

In sun or snow, New York's active, better-income families have more time and more money to participate in sports and hobbies. And the World-Telegram—New York's *quality* evening newspaper—gets *home* to these families, bringing them news and features of special recreational interest, influencing their buying decisions. That's why, during the first ten months of 1960, more sporting goods, boat, and camera advertising* was placed in the World-Telegram than in any other New York evening newspaper. In fact, the World-Telegram carried more of this advertising than the other two New York evening newspapers combined.

Among New York's evening newspapers, the World-Telegram is:

- **First** in **Retail** Advertising
- **First** in **Financial** Advertising
- **First** in **General** Advertising
- **First** in **Automotive** Advertising
- **First** in **Total Display** Advertising
- **First** in **Total** Advertising

*Source: Sporting Goods, Cameras, Photo Supplies (General), Media Records

New York's *quality* evening newspaper
New York World-Telegram
and
The Sun
A SCRIPPS-HOWARD NEWSPAPER

125 Barclay Street, New York 15, N. Y. • BArclay 7-3211
Or Scripps-Howard General Advertising Offices:
230 Park Avenue, N. Y. C. • Chicago • San Francisco
Los Angeles • Detroit • Cincinnati • Philadelphia • Dallas

Westerners who sell with Sunset

THE MESSRS. RHODES LIKE TO BE ASSOCIATED WITH SUNSET

It was a Year of Depression, 1934. A Seattle man named J. B. Rhodes gathered together a small band of independent grocers, struggling for survival, and organized them as Associated Grocers, Inc. Today this organization has 350 outlets in Washington, Oregon and Alaska, accounts for nearly 30% of the retail grocery sales in its market. Annual total: $175 million. "J. B." is Board Chairman, his son Willard, Manager.

The gravitational pull between the Messrs. Rhodes and Sunset is a strong one. They sell the popular Sunset Books in many of their stores. They know Sunset's influence among the Pacific Northwest's biggest food-buying families. So, naturally, they are not at all backward about urging Associated Grocers' suppliers to advertise in Sunset. "We always recommend Sunset first," says J. B. Rhodes. "It is unequalled by any other magazine."

Willard Rhodes, as manager, is well aware of today's keen competition for the best prospects. It is a time when both national and local grocery brands must advertise aggressively to insure their markets. To Willard Rhodes, this means, "advertise in Sunset." His own words are, "Sunset Magazine is by far the greatest merchandising tool in the West – bar none."

Only Sunset's *performance* could merit such praise as that. Sunset for years has led *all* magazines in food editorial pages (215 in 1959!). That's a great bandwagon for Sunset advertisers to ride, and it takes them places. Comparative readership reports for 1950-1960 show food advertising read more thoroughly in Sunset *two times out of three.*

How does it work at the check-out counters of Western food markets? It works right well. Sunset families spend 37% more in food stores than the Western average, 55% more than the U. S. average. That's a highly selective audience of opinion-making, influence-wielding Western families.

The beauty of it is, you can sell these families (2,000,000 adult readers in the West and Hawaii) as one compact market – or you can reach any part of them through the three highly-localized zone editions Sunset has published ever since 1932. Either way, you reach the real pace-making practitioners of Western Living.

"Keep the carts moving," says "J. B." to Derald Cornelius, manager of Thriftway Super-Market at University Shopping Center, Seattle, one of Associated Grocers' 350 retail outlets.

THE MAGAZINE OF WESTERN LIVING **Sunset**

LANE MAGAZINE COMPANY, MENLO PARK, CALIFORNIA

Consumer Never Had It So Good, Britt Says as He Defends Advertising in 'The Spenders'

New York, Nov. 25—If you have read Vance Packard's "The Waste Makers" and then pick up "The Spenders," by Steuart Henderson Britt, to be published Nov. 28 by McGraw-Hill, you can scarcely help thinking of that old saw about the optimist and the pessimist reviewing the status of the family whiskey barrel.

"Dad gum it," says one, "the barrel's already half empty." "No," retorts the other, "it's still half full."

Mr. Packard and Dr. Britt start with pretty much the same set of facts. But while Mr. Packard puts them together in a doleful tale of misspent resources and chiseling business men taking improper advantage of ignorant, frustrated consumers, Dr. Britt weaves a tale of very nearly the best of all possible worlds, in which sweetness and light predominate, the consumer is literally king (or perhaps more appropriately queen) and the business man grovels at her feet.

■ "Our nation has moved from an era of scarcity to an era of plenty, and this makes the role of the consumer more important than ever," Dr. Britt asserts. "No one has yet come forward with an adequate substitute for his sovereignty in the market place. . . Business has no choice but to discover what he wants and to serve his wishes, even his whims."

Dr. Britt sees in "the spenders" —who turn out to be you and me, the consumers—a group with as much economic freedom as political freedom: "The consumer has a new-found freedom, the power of income with which he can 'vote' in the marketplace either YES or NO—to buy or not to buy."

Supporting his points with a sprightly fund of examples, which he has collected as a professor of marketing and advertising at Northwestern University, Dr. Britt insists that business, far from being a sinister manipulator, is actually working hard to give the consumer what he wants, knowing that its very survival is at stake in a tough, competitive system.

■ He cites the continuing torrent of new products, and the 1957 report by Procter & Gamble that "more than half our volume today is coming from products that didn't exist in 1945" and by RCA that "80% of the products we are now selling did not exist ten years ago." For General Foods, the figure is 36%.

And with the hot light of advertising showing these new products to the public, they just about have to be good, says optimist Britt.

"No matter what we buy these days, it is pretty good," he avers. "The days of being fooled by shoddy merchandise or false packaging or mislabeling are no more. Or at least when such practices do occasionally occur, they are clamped down on pretty fast by the local better business bureau or even the Federal Trade Commission."

■ He maintains that the days of *caveat emptor*—"let the buyer beware"—have given way to *caveat vendor*—"let the seller beware," an era when the advertiser, more often than not, takes a pratfall in the marketplace with his new product. Dr. Britt observes that the consumer is really a fairly smart buyer: "As adman David Ogilvy says, 'The consumer is not a moron. She's your wife'."

And with today's self service, the author says, she can learn about the product as never before "by looking at it, reading the label, hefting it, listening to it, smelling it, tasting it, dropping it, thumping it, kicking it, squeezing it, rubbing it."

■ But the consumer, with all this, doesn't really know what he's buying, half the time, Dr. Britt admits. However, where Vance Packard sees the consumer as an ignorant stumbler, ripe for being duped by the merciless manufacturer, Dr. Britt sees the consumer happy as a lark, protected by the system.

"The result [of today's product quality]," says Dr. Britt, "is that you and I and all consumers spend money throughout the year for hundreds of products just on faith, when basically we really don't know much about the product itself. We have confidence in the brand name, or we know that we bought the product before, or we believe it is what we want, and we know from experience that it is very unusual to buy a really inferior product.

"After all, how much do most of us really know about the workings of an automobile or a washing machine—or, for that matter, about the ingredients of toothpaste?"

■ What is more, Dr. Britt maintains, any time the consumer thinks he's getting a poor shake and needs to know more, he has every opportunity—but, chances are he won't take it.

"There are several private organizations whose information we can use if we'll take the trouble," says Dr. Britt. "We can subscribe to the services of Consumers Research Inc. or Consumers Union. We can look for seals of approval by the Good Housekeeping Institute, by *Parents' Magazine* and by *McCall's*. We can obtain information from such professional organizations as the American Medical Assn. and the American Dental Assn. Most of us won't bother . . . but lots of information is available if we want to use it."

■ On the other hand, Dr. Britt cites a toothpaste as a jarring example of what can happen to the poor advertiser who makes just one mistake in strategy. Many of us have a skeptical attitude toward toothpaste, probably stemming from the comment of a dentist or our old college physiology professor that salt or baking soda is just as good—but this doesn't seem to affect our buying habits, as Dr. Britt's example shows. He cites Morton Salt Co.'s decision to test a new salt toothpaste on a sample of consumers.

"Tubes of salt toothpaste were put in the homes of various families, and then call-backs were made to get their reactions. And these reactions may be characterized by such statements as: 'You told me this was salty, but my God!' . . . 'The first time I tried to use that product I wanted to vomit.'

". . . So the toothpaste was sent back to the laboratory for further refinement. Some months later, with a product developed that tasted less salty but was excellent for cleaning teeth, Morton toothpaste was advertised and sold on a test basis in several midwestern communities. But the new difference from other toothpastes still was not what consumers wanted, and the product was permanently withdrawn from the market."

■ The author's rallying cry is, "The consumer be pleased!" And his basic tenets are:

1. The consumer has a greater discretionary spending power than ever before—that is, money to spend on wants, rather than needs.

2. The need today is for business to keep that spending power active, to keep "the spenders" spending, in order for our living standards to continue to grow.

people flip when they touch
Boltaflex 400
The Luxury Vinyl Fabric
Oops! Happens every time. One touch, and bingo . . . somebody else flips head-over-heels for Boltaflex 400. It's the supple softness that does it . . . the yielding way this luxury vinyl fabric reacts to even the slightest touch of a fingertip, the way it drapes into flattering folds. But why rave on? See for yourself when you try on Mar-Fay's glamour jackets, trimmed in imported embroidery and rhinestones. Boltaflex 400 makes them beautifully appropriate for your whirl of holiday parties. Choose from white or gold, sizes 8 to 18, priced at about $15.
This tag identifies the luxury vinyl
GLAMOUR JACKETS BY MAR-FAY FASHIONS, INC., 385 WEST 37TH STREET, NEW YORK 18, N. Y.
The General Tire & Rubber Company Bolta Products Division Lawrence, Mass

LUXURY VINYL—*Bolta products division of General Tire & Rubber Co. launches a new ad campaign for its Boltaflex 400, a "luxury vinyl fabric," in the New York Times Magazine starting Dec. 4 and continuing through spring. D'Arcy Advertising Co. is the agency.*

3. The best and cheapest tool to do a major part of the job is advertising.

■ The advertising and selling had better be good, Dr. Britt stresses, or the product can fail, even if it is definitely superior to others—and he cites, among many examples, S. C. Johnson & Son's experience with Brisk:

"Some years ago Johnson's Wax produced a high-quality liquid starch, called Brisk. There was no question that Brisk was much better than its competitors. This could be demonstrated technically in the laboratory, but women did not continue to buy Brisk, because they had to pay about 20¢ more for this product than for other starches. It was not discernible to the consumer that Brisk was that much better, and the product no longer exists."

■ Dr. Britt devotes a good many early chapters to detailing the strenuous efforts of business, and the considerable sums spent by business, to find out all it can about the consumer—the various consumer groups and how they spend. He points to differences not only in income, but in where you live, as to the kinds of products you buy—whether you buy, for example, more beer or cigarets or more books:

"It makes a difference whether you live in White Plains, Hartsdale, or Scarsdale—adjoining each other in Westchester County. There are subtle differences between saying that you live in Wilmette, Ill., or next door in Winnetka, Ill. . . . or in Prairie Village or in adjoining Mission Hills of Kansas City. . . in San Mateo or Burlingame on the San Francisco Bay peninsula."

■ McGraw-Hill says on the flyleaf that "The Spenders" is a book that "destroys the myth that American business encourages reckless consumer spending." Dr. Britt has a good list of qualifications to do this job—he is an educator, editor, marketing consultant and adman.

After the war he was successively manager of research and merchandising for McCann-Erickson, New York; vp and research director of Needham, Louis & Brorby, Chicago, and vp of Earle Ludgin & Co., Chicago. He has a Ph.d. in psychology (Yale) and is a lawyer admitted to practice before the Supreme Court. Among other things, in addition to his main pursuit as a Northwestern professor, he edits the *Journal of Marketing*, maintains a consulting office at Leo Burnett Co., and is coordinator of the Advertising Age Summer Workshop on Creativity in Advertising.

In writing this book, Dr. Britt works with a handicap: He is on the defense in behalf of advertising. The attackers of advertising have an advantage: Those who attack usually make more headlines and hold more public interest than those who defend.

It remains to be seen if the author can break the pattern—in this case, at the bookstore cash registers. #

Armour Shifts All Food Products to Y&R, North

(Continued from Page 1)

chandising, planning and research assistance provided by the agency, and the fact that all media decisions were made in Philadelphia and not in Chicago.

As far back as two years ago, Ayer was publicly criticized at a Chicago meeting of the American Assn. of Newspaper Representatives because of its policy of making all media rulings in Philadelphia. "At Ayer we get shifted from pillar to post," one newspaper representative complained bitterly to Kenneth L. Skillin, Armour advertising director, who was guest speaker at the meeting (AA, Dec. 15, '58).

Armour reportedly talked to two other agencies before deciding on Y&R. The new Armour agency at one time handled Rath Packing Co., and some non-meat products for Cudahy Packing Co.

■ The first hint that Ayer might be in hot water with the meat packer occurred last year when Armour shifted Dash dog food and 22 canned meats products, billing some $3,000,000, from Ayer to Foote, Cone & Belding (AA, Apr. 27, '59). FC&B, an Armour agency for many years, had been handling such non-food products as Dial soap and shampoo and Liquid Chiffon.

However, at the time Armour explained that it was consolidating all advertising for its new grocery products division, which it formed two months earlier (AA, Feb. 2, '59), into one agency. The new grocery products division included dog food and canned meat products and all soap products.

Ayer first became an Armour agency more than five years ago when it picked up Dash dog food from Henri, Hurst & McDonald (AA, April 11, '55). The agency continued to add Armour products for two years until it was named as agency for all Armour food products (AA, Aug. 26, '57). #

Ayer 'Dumbfounded'

Chicago, Nov. 25—Thomas G. Watson, vp in charge of N. W. Ayer's office here, told Advertising Age that he was "dumbfounded" when told that the Armour account was moving. "We hate to lose Armour but we feel that its marketing setup is in the best shape it has been in for five or ten years." He added that Armour has okayed Ayer's 1961 marketing plans.

Barbour Leaves B&B Post for ARTS VP Spot

New York, Nov. 23—Oliver Barbour has resigned as vp in charge of broadcast programming for Benton & Bowles to take a new post as vp in charge of new plans and programs for Advertising, Radio & Television Services. Known as ARTS, it is a holding company for Gerald Productions and six other companies which together provide "under one roof" all services involved in the production and distribution of commercials and programs.

ARTS was incorporated in October, 1958, but didn't get under way until last March. It was formed by Gerald Auerbach to provide agencies with a vertical service which he said is unduplicated. Mr. Auerbach serves as president of all of the subsidiary companies. Each company has its own general manager and salesmen.

■ Mr. Barbour's primary responsibility with ARTS will be the development of new program ideas. He has 13 years' experience as a producer, director and supervisor of programs at Benton & Bowles. Before his B&B stint, he spent several years as a director and actor in radio and theater.

In addition to his programming development duties, Mr. Barbour will work with agencies and their clients on ideas for commercials. "We're not going to create commercials," he emphasized. "We're going to make suggestions to the agencies, and then produce and handle them" after they have been written by the agencies, he added.

Mr. Auerbach pointed out that it was not the intention of his company to attempt to replace agency personnel at any level. ARTS offers agencies a complete production-distribution service designed to save them time and money, he said.

Main arm of ARTS is Gerald Productions, which produces tv programs, commercials and network and station audience promotion spots, as well as industrial films.

■ Two other subsidiaries, Sponsors Film Service, New York, and Sponsors Film Service of New Jersey, procure, edit and distribute films for tv and movie theaters, and for tv commercials.

Another ARTS subsidiary, Sponsors Media Service, procures and distributes tv programs and commercials, as well as print material such as mats, plates and inserts. The company also handles point of purchase displays, direct mail ads and premium offers.

Producers Associates, another company, provides consultation to independent producers on print procurement and related technical services, as well as foreign and English dubbing of tv and theatrical films. It also is geared for financing of films on a co-ownership basis with independent producers.

■ Other ARTS companies are Associated Film Labs of New Jersey, which develops, prints and stores films, and Spotnews Stages, which rents motion picture sound stages and production equipment.

Mr. Barbour said he hopes to bring a good deal of tv program production back to New York and "get away from the Hollywood production which follows a pattern." ARTS plans to start West Coast and Chicago operations within three or four months. #

BALTIMORE IS AN EVENING PAPER MARKET

—And THE BALTIMORE NEWS-POST, ITS LEADING EVENING NEWSPAPER!

Baltimore merchants *know* this! That's why they put practically all their daily advertising dollars "on the line"—in the evening newspapers!

Baltimore Is An Evening Paper Market

Evening newspaper circulation represents 97% of all occupied dwelling units in the A.B.C. City Zone. And of these, the Baltimore News-Post delivers the most.

When you advertise in the News-Post, you're reaching the market you want to reach—the Big Market, the Buying Market, the Evening Paper Market!

The Fresh Point Of View

The Baltimore News-Post is the biggest selling evening paper in the Baltimore area. It gives its readers the most complete, up-to-the-minute news coverage—it analyzes the news in depth—it provides entertaining and informative features for every member of the family—and, it's famous for its modern "fresh point of view!"

Call In Your Hearst Advertising Service Representative

Plan now to represent your product to the Baltimore buying public when it's most receptive to your message—in the pages of the Baltimore News-Post.

LOCAL ADVERTISERS PUT THEIR MONEY IN THE EVENING PAPERS

Media Records Prove it!

For the first nine months of 1960, The News-Post carried five million, three hundred and thirty thousand lines MORE of Retail Advertising than did the Morning paper.

The Baltimore News-Post

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC.
OFFICES IN 15 PRINCIPAL CITIES

'Discount House' Operation Enters Rental Car Field

CHICAGO, Nov. 23—Jules W. Lederer, former sales, marketing and advertising vp of National Presto Industries, and for six years president of Autopoint Co., has entered the car-rental field with his new Rent-A-Car Services Corp.

Proudly accepting the "discount house" label, Rent-A-Car is invading the field with national ads promising rental car users 40% savings with rates of $5 per day and 5¢ per mile, plus gas, for "clean, shiny, new and fully equipped" cars.

Mr. Lederer, president and sole owner of the corporation, will license local business men to operate his Budget Rent-A-Car System locations. He said he can offer service and cars "identical" to other car rental companies at lower rates because he effects operating savings by:

1. Staying clear of airport terminals with their high concession charges (which, for example, last year alone cost Hertz Corp. more than $3,000,000).

2. Letting cost-conscious local entrepreneurs own and operate the system's outlets, thus avoiding high corporate overhead expense.

■ Advertising for the system, paid for in part from the per-car, per-month fees paid by the licensees, is in the hands of Gourfain & Loeff, Mr. Lederer said.

His confidence in the agency is so great, he said, that he has given it a 10-year uncancelable contract. He said his optimism is based on the agency's outstanding service to the companies with which he was formerly affiliated.

A shareholder in the Hertz Corp., Mr. Lederer believes he is widening the market. Although he expects to draw customers away from the older rental car operators, he said most of the users of his system will be people who could not afford the higher rates charged by the established companies.

■ He said his rate structure, charging 5¢ per mile and $5 per 24-hour day for Falcons and Corvairs and $7 for full-size new Fords and Chevrolets (and $5 for second-year models of these cars), will save users 2¢ per mile even when the separate gas cost is included. This saving, of course, is on top of the money saved by the lower day rate, he said.

Mr. Lederer said that the present profit squeeze is making even leading corporations grateful for his cost-cutting innovation.

"Enthusiastically received," Budget Rent-A-Car outlets are now operating in Los Angeles, where the idea was originated in 1958 by M. J. Mirkin, who still heads the first installation; San Diego; Phoenix; and Chicago. Houston is scheduled to follow in December, with the entire state already licensed.

■ Current national promotion is scheduled in ADVERTISING AGE, *Home Furnishings Daily, Sales Management, Wall Street Journal, Women's Wear Daily*, and several state guide books. The 300-line ads, aimed primarily at rental car users but also at licensee prospects, are scheduled in all of the media at least once a month, according to Gourfain & Loeff. #

Don Curtiss Moves

Don Curtiss & Associates, management and promotion consultant, has moved to 51 E. 42nd St., New York.

NEW
SAUCE FOR YOUR TURKEY YOU'LL LIKE BETTER THAN ANY OTHER!
Welch's JELLIED SAUCE
WEL
JELLIED SA

NEW PRODUCT—*Welch Grape Juice Co., Westfield, N.Y., recommends its new jellied sauce, a combination of grapes and cherries, for Thanksgiving and Christmas turkey via magazines, Sunday supplements and tv spots. Richard K. Manoff Inc. is the agency.*

Improve Ads or Programs? Duram, Erickson Disagree

(Continued from Page 3)

programming. "Whether you are compelled to buy 'audience size or program environment' is surely secondary to the compulsion to present better programs," he said.

Mr. Duram put it this way: "Neither the very good high-rated programs of television nor the very good low-rated programs present a basic problem in giving our commercials a maximum response.

"But this is not dependably so with respect to that huge area of middle mediocrity—those programs—as one critic said—which seem to be on the air for the sole purpose of keeping 8:30 from touching 9 o'clock. Yet, as the escapists in the agency field well know, dozens of these can be satisfactorily justified on numbers only. The cost per thousand is efficient and while the client looks longingly at that top 10 list he is well mollified by the thought that he is reaching five homes per dollar more than his competitor, who is also dealing with an audience satiated by dull entertainment."

■ Mr. Duram suggested that perhaps this does not apply as much to the tv advertising giants such as Procter & Gamble, Lever Bros., Colgate and General Foods, "because if they run into a glob of passive viewers on one show, they are quite likely to catch those same women very alert on some other show." But, he added, "even for these giants there is an element of waste for every bored viewer who gets counted in the Nielsens."

The F&S&R executive concluded that, "every effort we put forth to achieve the perfect viewer . . . is bound to gradually improve that middle group of shows—those shows which color all of tv's reputation." #

CBS Radio Promotes Maulsby

Gerald F. Maulsby, formerly manager of network broadcasts of CBS Radio, New York, has been promoted to director of network programs for the network. He replaces George M. Perkins, who was recently named vp in charge of network programs.

Rome Rejoins Mutual

John C. Rome, previously an account executive with Dunnan & Jeffrey, has rejoined Mutual Broadcasting System, New York, as an account executive.

Prestone Holds Lead in Anti-Freeze Sales, Despite New Dow, Du Pont Coolants

NEW YORK, Nov. 23—The biggest fuss the $300,000,000-a-year anti-freeze market has probably ever known was blown up this year when the "permanent coolants" were introduced in multi-million-dollar ad campaigns.

Biggest challengers were Dow Chemical Co. and E. I. du Pont de Nemours & Co., out to wrest a projected 18-40% share of the market traditionally dominated by Union Carbide Corp.'s conventional anti-freeze, Prestone.

With the key months of October and November practically over, it appears that old-style Prestone has held its lead. "Prestone had its best October in history," Union Carbide said today.

"Sixty per cent of our annual sales are made in October, so the inference is obvious. It would take a catastrophic November to spoil our year. Normally we do 10-15% of our sales in November and the same in December, with the balance of sales after the first of the year."

The company added that when the year-round coolants were introduced, Union Carbide entered the field "as a defensive measure," producing its own long-life Prestone. But practically the whole of its own multi-million-dollar ad investment went into conventional Prestone. "You could look your eyes black before you saw our ads for long-life Prestone," a company official said.

■ He said he believes that the companies introducing the long-life versions had two difficult problems.

"First, the year-'round coolants contain water, and what they are doing is asking their customers to buy water.

"Secondly, they are asking their customers to change their habit patterns. The new products certainly make sense, but you can't change the man behind the wheel. I think they will regret their decision to try changing habit patterns."

Prestone's own long-life version was not doing well at all, he added.

A further point in conventional Prestone's favor, he said, was that "as far as we know, every new-car owner's manual for 1961 carries the recommendation to drain the cooling system in the spring."

This recommendation, he said, is exactly what it has been all along. "Who is going to invest $5 in a product that he will have to drain out again?"

■ A Dow spokesman said the company has noted "a great deal of confusion both at the dealer and at the consumer level." The company felt that the present situation offered an excellent opportunity for marketers to capitalize on, but neither dealers nor consumers have allied themselves with any product yet.

The spokesman added: "We are presently re-evaluating our entire marketing and advertising program. Much of our new approach will depend on current market research."

Currently, however, Dow has enlarged its marketing activities in private label coolants and in the automobile industry on factory filling of new cars.

"Was this a worth while investment?—in terms of accomplishments, yes. In terms of sales, it is too soon to know. We feel we have secured good distribution and have an excellent network of the nation's top jobbers."

He added that Dow intends to use this base for future marketing activities in the automotive after-market field.

In addition, the whole ad campaign made Dowgard a recognizable brand name, and the effort contributed greatly to enlarging Dow's corporate image.

■ Dow entered the field as a brand-name producer for the first time with Dowgard, introduced last spring in the first of two multi-million-dollar campaigns in 12 months.

The campaign touched off what subsequent Prestone advertising called the "hullaballoo in the anti-freeze field."

A bare six weeks after launching Dowgard, Dow encountered a fresh challenge in the shape of Du Pont, which announced its new never-drain Telar anti-freeze and summer coolant. Du Pont boasted that it had set the largest ad budget ever spent by the company to introduce any single product, and reports placed the investment in the region of $4,000,000.

By the fall, Dow narrowed its sights to reach a more selective audience, "shooting for a higher income group which is perhaps more predisposed to buy this product." The group the company had its eyes on in designing its ad campaign was the drivers and owners with the new car or the "new" used car. These apparently were the consumers most likely to go for the year-'round coolant, as against the drivers with the already-rusted radiators. #

Italian Food Festival

BOOST—*Italian foods will get an assist from a seemingly unrelated quarter as Armstrong Cork Co. devotes the first commercial on its "Circle Theatre" on Jan. 4 to the "Italian Food Festival."*

Armstrong Cork to Push Italian Foods on 'Circle Theatre'

LANCASTER, PA., Nov. 23—To promote the use of its bottles, Armstrong Cork Co. will launch a two-pronged promotion of Italian specialty foods with a special commercial Jan. 4 on the opening of "Armstrong Circle Theatre" on CBS-TV.

The commercial will point out the ease of preparation of many Italian dishes that are available at supermarkets. The promotion's second part is a brochure designed for food brokers' use. It stresses the volume and profits grocers may attain with these specialties and shows suggested displays.

Armstrong Cork promotes various kinds of foods, drugs, vitamins and soft drinks to increase the use of the containers it makes.

Batten, Barton, Durstine & Osborn, New York, is the agency. #

Alexander Forms Agency

Henry W. Alexander has resigned as sales promotion manager of the White House, San Francisco department store, to establish his own advertising agency. His first account will be supervision of the sales promotion program of W. & J. Sloane Co. John Garmany remains Sloan's advertising manager. Mr. Alexander, who was ad manager of the Emporium Co. from 1946 to 1954, will have offices at 5 Third St.

Matson Promotion Triggers Chain of Exec Shifts at NBC

NEW YORK, Nov. 23—Topping a list of several high-level appointments at NBC, George D. Matson has been named to the newly created post of vp and assistant to the president, Robert E. Kintner.

Following NBC's customary policy of promotion from within the company, Robert L. Stone was named to succeed Mr. Matson as vp and general manager of NBC-TV. Mr. Stone was previously vp in charge of operations and engineering for the tv network. James A. Stabile, formerly vp in charge of standards and practices for NBC-TV, has been appointed to the new post of vp in charge of staff for the network. Messrs. Stone and Stabile will report to Walter D. Scott, exec vp of NBC-TV.

Other promotions include that of William H. Trevarthen from vp in charge of tv network operations to vp in charge of operations and engineering, replacing Mr. Stone. Ernest Lee Jahncke Jr., formerly director of standards and practices, will be in charge of that department, succeeding Mr. Stabile.

Mr. Matson joined NBC in 1952 as an operations analyst. He was successively named assistant treasurer, controller, and vp and treasurer.

■ All activities reporting to the vp and general manager of the tv network, together with facilities operation and staff engineering headed by Mr. Trevarthen, will now report to Mr. Stone. The latter joined NBC in January, 1959, after serving as vp and general manager of WABC-TV, New York.

Mr. Stabile, in his newly created spot, will supervise talent and program negotiations, in addition to a number of important staff assignments within NBC-TV. Burton H. Hanft, vp in charge of talent and program contract administration, who previously reported to NBC's general attorney, will now report to Mr. Stabile. Before his post as vp in charge of standards and practices, Mr. Stabile was vp in charge of talent and program contact administration for NBC. #

W. LIVINGSTON LARNED

WHITE PLAINS, N. Y., Nov. 23—W. Livingston Larned, 80, adman, writer and illustrator, died of a stroke in a hospital here yesterday.

He worked in the art departments of the old *Brooklyn Eagle*, the *New York Herald* and the *World*. After joining the former George Ethridge Co., in New York, he did illustrations for magazines, newspapers and posters. He became vp of the company and later headed his own ad agency in New York.

He was the author of "Father Forgets," in the December issue of *Reader's Digest*.

LESLIE A. CUNNINGHAM

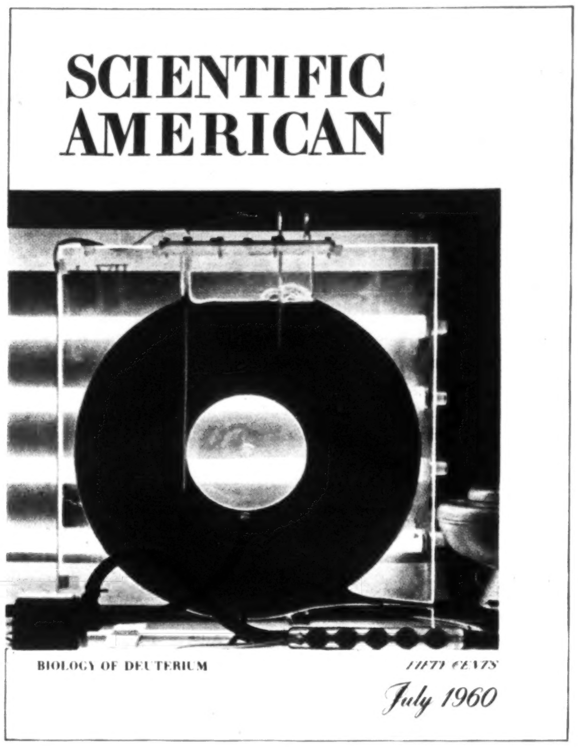
ROLLING HILLS, CAL., Nov. 22—Leslie A. Cunningham, 72, retired executive of McGraw-Hill Publishing Co., died in his home here Nov. 17. With McGraw-Hill 40 years, Mr. Cunningham retired as western district manager of *Chemical Engineering* seven years ago.

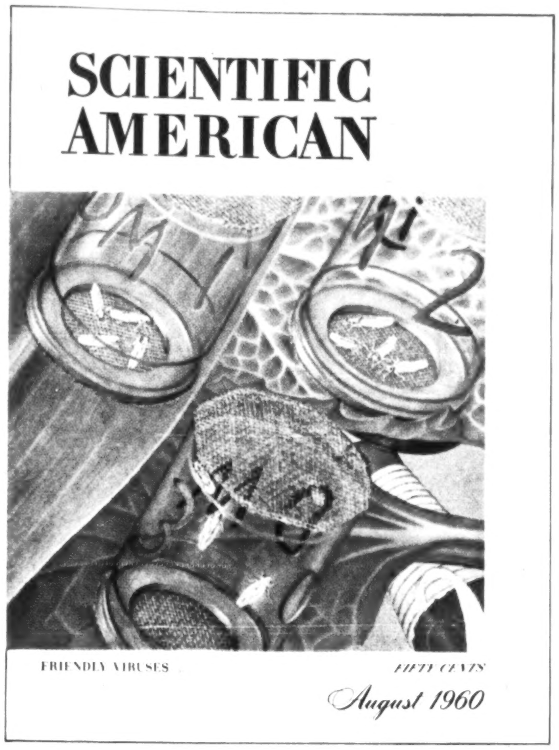
JACK ISAACSON

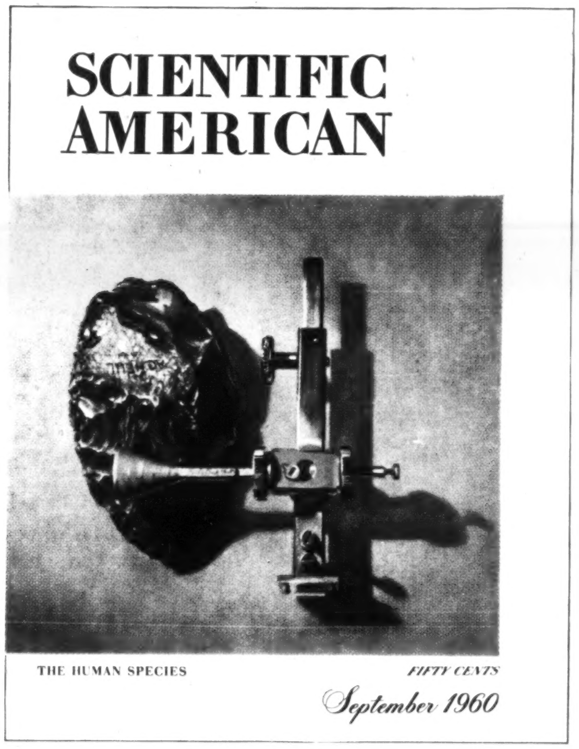
NEW YORK, Nov. 23—Jack Isaacson, 58, an account executive with the Blaine-Thompson Co., died Monday in the Harkness Pavilion, Columbia-Presbyterian Medical Center, after a 10-week illness. #

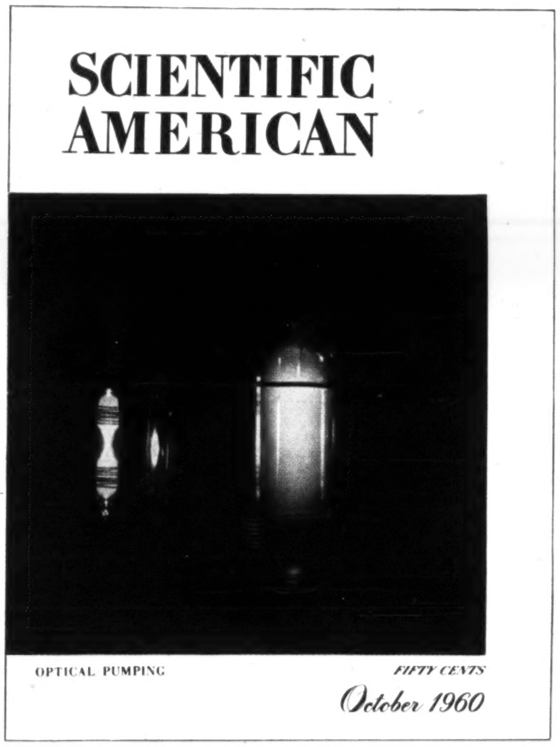
Elgeet Names Wexton

Elgeet Optical Co., Rochester, N. Y., has named Wexton Co., New York, as its agency for its scientific instruments division, succeeding Ardee Associates, Rochester.


SCIENTIFIC AMERICAN
BIOLOGY OF DEUTERIUM
FIFTY CENTS
July 1960


SCIENTIFIC AMERICAN
FRIENDLY VIRUSES
FIFTY CENTS
August 1960


SCIENTIFIC AMERICAN
THE HUMAN SPECIES
FIFTY CENTS
September 1960


SCIENTIFIC AMERICAN
OPTICAL PUMPING
FIFTY CENTS
October 1960

The first step in each advance of technology is a discovery in science. To keep abreast of the progress of science and technology more than 275,000 men of Technical Management turn each month to SCIENTIFIC AMERICAN. Their intelligent and searching interest has a practical meaning for you: They set the stern demands your products and systems must satisfy in the industrial and government market place today. More than 425 leading advertisers, whose products meet this challenge, found profit in our pages during 1960. To make your story known to the men of Technical Management, tell it in SCIENTIFIC AMERICAN.

SCIENTIFIC AMERICAN, INC., 415 MADISON AVE., N. Y. 17

THE MAGAZINE READ BY TECHNICAL MANAGEMENT

E. ILLINOIS ST.

Somewhere East of Laramie...

To be specific—at 160 East Illinois Street! That's where you'll find the kind of service that is the delight of critical Chicago admen—a good reason why *you'll* benefit when you use the services of Century!

You can be certain with

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B & W and Color Proofing
Duplicate Photoengravings

160 East Illinois St., Chicago 11 • DElaware 7-1541

Schindler Joins Griswold

William B. Schindler has joined Griswold-Eshleman Co., Cleveland, as an account executive. Mr. Schindler formerly was affiliated with Designers for Industry, Cleveland, as a senior market analyst and served as co-manager of the market research department.

Chicopee Lumite Unit to Lowe

The Lumite division of Chicopee Mills, New York, has appointed Lowe & Stevens, Atlanta, to handle its advertising. Robert E. Martin & Co., Atlanta, formerly handled the account, except for shade cloth which has been handled for the past year by Lowe & Stevens.

Bullard Promotes Andrews

George C. Andrews has been named to the new post of director of marketing of E. D. Bullard Co., Sausalito, Cal. He formerly was advertising manager and director of public relations.

Richman Is Top Philadelphia Art Directors' Winner

PHILADELPHIA, Nov. 22—Mel Richman Inc. walked off with top honors at the 25th anniversary exhibit of the Art Directors' Club of Philadelphia.

Richman, an integrated art company, won three gold medals and two silver medals in the annual judging. N. W. Ayer & Son won two gold medals and one silver medal. Smith, Kline & French Laboratories also won two gold and two silver medals.

Following are among the winners:

Magazine advertising illustration (color).

N. W. Ayer & Son, for De Beers Consolidated Mines Ltd.; J. F. Smith, artist, and Paul Darrow, art director, gold medal.

Gray & Rogers, for United Engineers & Constructors Inc.; Stanley Meltzoff, artist, and Charles R. Evo, art director, silver medal.

Magazine advertising illustration (b&w).

Gray & Rogers, for TV Guide; Austin Briggs, artist, and Elmer Pizzi, art director, gold medal.

Smith, Kline & French Laboratories; Alfred Ignarri, artist, with Warren Blair & Jack Gregory, art directors, silver medal.

Trade periodical advertising illustration (color).

N. W. Ayer & Son, for Du Pont; Saul Bass, artist, and Richard Hess, art director, silver medal.

Trade periodical advertising illustration (b&w).

Smith, Kline & French Laboratories; Seymour Mednick, artist, gold medal.

Smith, Kline & French Laboratories; G. William Holland, artist, silver medal.

Color direct mail illustration.

Ed Young, of Mel Richman Inc., for Remington Rand; Sheldon Seidler, art director, gold medal.

Jacob Landau, of Mel Richman Inc., for Ladies' Home Journal; Robert Kyle, art director, silver medal.

Erwin, Wasey, Ruthrauff & Ryan, for Perfect Photo; G. William Holland, artist, and Herman Volz, art director, also won a silver medal in this category.

Magazine cover drawing, painting or photograph.

Jacob Landau, of Mel Richman Inc., for Charles Pfizer & Co., gold medal.

Tv-art & commercial film.

Herb Stern, of Mel Richman Inc., through Fletcher Richards, Calkins & Holden, for National Distillers, gold medal.

Magazine advertising (color).

Batten, Barton, Durstine & Osborn, for Armstrong Cork Co.; John V. Glass, art director, and Phil Hays, artist, gold medal.

Benton & Bowles, for IBM; Matthew Leibowitz, artist, silver medal.

Newspaper advertising (b&w).

Lavenson Bureau of Advertising, for the Daily News; William Goldberg, art director, and Leonard Cohen, artist, gold medal.

Trade periodical advertising (two or more colors).

Benton & Bowles, for IBM, silver medal.

N. W. Ayer & Son, for Nicholson File Co., silver medal.

Trade periodical advertising (b&w).

Smith, Kline & French Laboratories; Alexander Derkas, art director, gold medal.

Batten, Barton, Durstine & Osborn, for Holiday; John L. Stage, artist, silver medal.

Booklet or direct mail piece.

Silver medals to design section of Du Pont; Kramer, Miller, Lomden, Glassman, artists, for Greentowne Associates; Ed Young of Mel Richman for Mel Richman Inc.

Promotional material.

Silver medal to Kramer, Miller, Lomden, Glassman for Geddes, Brecher, Qualls & Cunningham.

Poster.

Silver medals to Don Madden, of Kraft Printing Co., and Samuel Maitin, artist, for the Print Club.

Packaging.

Gold medal to H. Lubalin, Schroeder & Lewis, for Merck Sharp and Dohme.

Annual report.

Silver medal to Smith, Kline & French Laboratories.

Typographic design for booklets.

Silver medal to Frank R. Ewing Art Service for Typographic Service Inc. #

GE Boosts Van Wassenhove

General Electric Co., Schenectady, has appointed Lawrence H. Van Wassenhove advertising and sales promotion specialist of its appliance control department, Morrison, Ill. Mr. Van Wassenhove was formerly a designer in the Appliance Control Department's engineering section.

Green Acres
COLONIAL

IN BUFFALO Realtors and Builders Start the Day Right...in the Morning

The latest 1960 figures are in. And again, the Buffalo Courier-Express leads in linage for several important classifications.

Take real estate, for example—more than six out of ten real estate display ad lines in daily papers were placed in the *Morning* Courier-Express. When you include the Sunday Courier-Express, that figure becomes *eight* out of ten. Here are the linage figures:

COURIER-EXPRESS	MORNING—145,830	SUNDAY—235,887	Source: Media Records 8/60
NEWS	88,498		

A home is the largest single purchase ever made by most families. The newspaper that influences this purchase will influence these families to buy your product, too.

And look at the outstanding position of the Courier-Express in other local classifications: Both men's clothing stores and women's clothing stores, automobile dealers, major food chains, and financial advertisers. You can schedule Buffalo's fastest growing newspaper with complete confidence that your advertising investment will yield handsome returns.

TWO WAYS TO SELL WESTERN NEW YORK

FOR MORE ADVERTISING FOR YOUR DOLLAR concentrated on those with more dollars to spend, use the Morning Courier-Express to reach Western New York's top 160,000 households.

FOR SATURATION use the *Sunday* Courier-Express, the state's largest newspaper outside of Manhattan, to blanket the 489,103 families in Buffalo and eight surrounding counties.

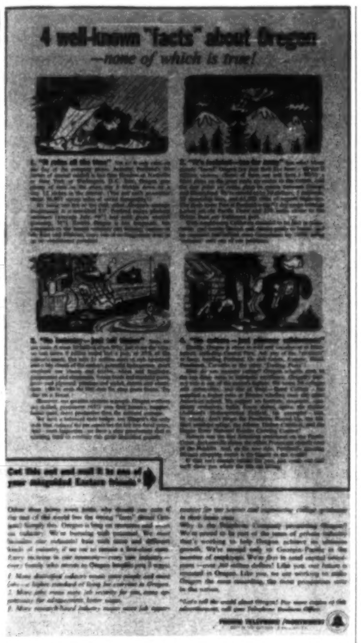
For Total Selling in this Great Market

Buffalo Courier-Express

Western New York's Greatest Newspaper

ROP COLOR 7 DAYS

Represented Nationally by
NEWSPAPER MARKETING ASSOCIATES
SCOLARO, MEEKER & SCOTT DIVISION
New York, Chicago, Philadelphia, Detroit
DOYLE & HAWLEY DIVISION
Los Angeles and San Francisco



4 well-known "facts" about Oregon
—none of which is true!

Cut this out and mail it to one of your misguided Eastern friends

"NOT SO WET"—*Debunking four "facts" about Oregon, this ad (and its Washington counterpart) ran in 45 dailies in the two states.*

GB&B's Light Touch . . .

Northwest Myths Debunked by Pacific Tel

SEATTLE, Nov. 22—No, sir, what you have been hearing about "rainy, isolated" Washington or Oregon is simply not true.

And just to drive that point home, Pacific Telephone/Northwest, biggest capital investor and second largest employer in each of the two states, has started a new promotion, keyed to the pride of millions of its customers—and intended also to straighten out "misguided Easterners."

■ Industrial growth in the area, described as "long on resources and short on industry" in the parts of the ads not meant to be sent to eastern friends by readers, is the ostensible goal of the campaign. It runs in 45 dailies and 67 weeklies in Washington and Oregon. All ads are 1,200-line b&w insertions.

The new campaign is the first work of Guild, Bascom & Bonfigli on the account, which it landed last July (AA, Aug. 1) after the company let it be known that it was looking for a "fresh approach to telephone advertising." Batten, Barton, Durstine & Osborn had the entire account of the Pacific Telephone & Telegraph Co. before the Northwest segment was split off for relatively independent operation.

■ The first ad in the "fresh approach" series had the headline, "How do we tell the world about Washington? (and why should we?)" Ads appearing in Oregon feature that state.

The second ad dealt with "four well-known 'facts' about Washington [or Oregon]—none of which is true!" Cuts illustrated the four erroneous "facts," which, incidentally, happen to be the same for both Washington and Oregon: "It rains all the time . . . it's isolated—too far away . . . no industry—just lumber and fish . . . no culture—just pioneer wilderness."

"Light-touch" copy set the record straight. Part of the answer to the charge of too much rain, for example, read, "Not so! It only rains on the day of the company picnic." Factual climate data, however, followed and showed that annual rainfall in Seattle (or Portland) is far lower than that in many eastern cities.

The ads conclude with the plea, "Cut this out and mail it to one of your misguided eastern friends."

■ The campaign is heavily merchandised. A leaflet has been made up from the November ad and is being used by the company as an envelope stuffer, accompanying bills. Copies also were handed out to all departing passengers at the Seattle-Tacoma airport.

During 1961 the company will run at least six more ads in the same series. The full budget for next year is still being worked on. A separate series on sales and merchandising is also planned.

Public reaction to the present campaign has been reported as extremely favorable. At least one Oregon daily has reprinted the entire copy of the latest ad in its editorial columns, the company said. #

Clayton Elected Club Head

Copy Directors Club, Toronto, has elected Peter Clayton, J. Walter Thompson Co., president. Other newly elected officers include Jim Scroggie, Batten, Barton, Durstine & Osborn, vp; Mary Inkster, Erwin Wasey, Ruthrauff & Ryan, treasurer, and Max Coulston, Walsh Advertising, secretary.

WESTERN HORSEMAN
Leader in the Western Equestrian Field
6 Months Ending June 30, 1960,
113,228
ABC
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

*FIRST in America in Department Store ADVERTISING**

Cleveland Plain Dealer

6TH in America in total Advertising

Cleveland Plain Dealer

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,347,689	$1,977,224	$4,324,913
Retail Food	581,935	498,319	1,080,254
Retail Drug	92,487	59,441	151,928
Automotive	357,776	368,264	726,040
Gas Stations	144,966	161,669	306,635
Furniture, Hsld. Appliances	121,723	86,025	207,748

(Source, Sales Management Survey of Buying Power, May 10, 1960)

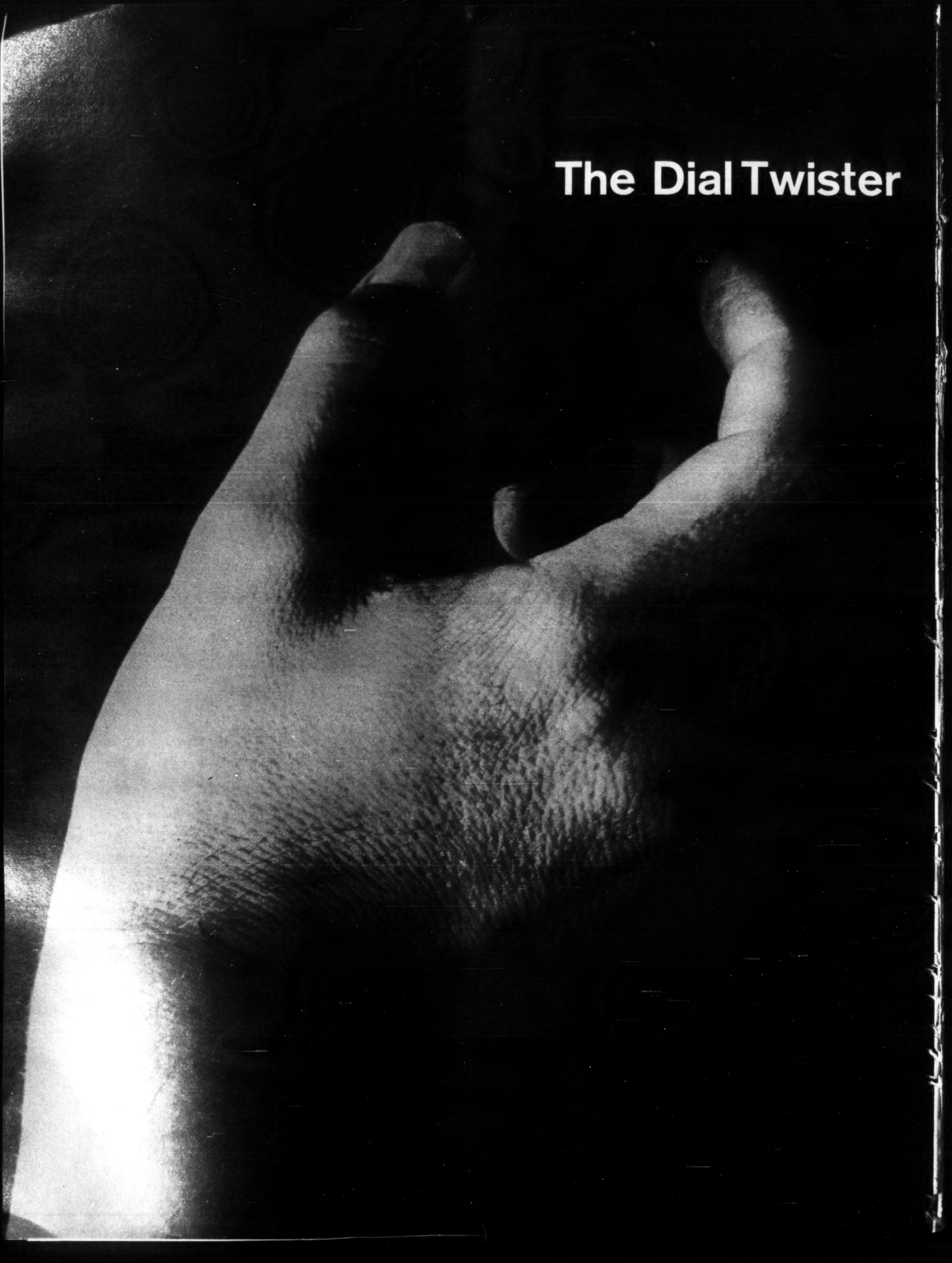
Akron, Canton and Youngstown Counties are not included in above sales

HERE IS THE COMPACT MARKET WITH RETAIL SALES LARGER THAN ANY ONE OF 35 ENTIRE STATES

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network. Eastern Resort, Travel Representative: The Kennedy Co., 420 Lexington Ave., N. Y. • 9801 Collins Ave., Miami Beach 54, Fla.

**Source: Media Records*

The Dial Twister



—TV's Most Dependable Computer

(or, how you've changed your viewing preferences over the last 8 years)

Any computer, no matter how marathon the range of its "intellect," subsists on the facts fed into it by human choice. Many computers strut their electronic stuff in what is familiarly known as "Video Land." But only one computer really counts—that's the one that starts the count rolling. The one *who* starts the count rolling.

Who?

You.

The Dial Twister.

You are the only computer that ever really created anything. You created another network (see our signature below). You created a network second to none (see the chart to the right). You kept twisting and twisting that little dial on your living-room set and you twisted us right up there... where we now have 7 of the 10 most popular shows and are first 4 nights and tied for a fifth. **Not since 1957 has Net Y, and not since 1954 has Net Z, had so high a Share of Audience as ABC-TV has today.**

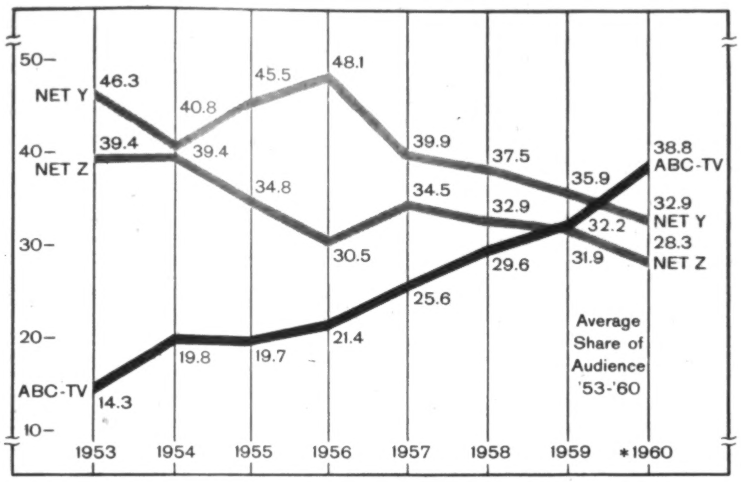
You (along with millions of other Dial Twisters) have made *ABC* the network most people watch most of the time.

That pleasing result came from your computing of certain facts fed into you. Take such bold new facts as *The Untouchables*, *77 Sunset Strip*, *The Real McCoys*, *The Flintstones*, *My 3 Sons*, *SurfSide 6*, *The Roaring 20's*. You digested them, computed them and reported those so highly pleasing (to us) Top Ratings.

When you were in a mood (other computers are incapable of being in or out of moods) for even more substantial fare, ABC fed you such responsible Public Service documentaries as those in the Bell & Howell *Close-Up!* series and *Expedition*. Etc. We confidently expect many more dials to be twisted our way as you start (next week) computing the intense significance and inspiring excitement of the forthcoming 26-part series, *Winston Churchill: The Valiant Years*. (Music background by Richard Rodgers.)

When you were in a mood to compute Sports facts, we fed (and will continue to feed) you the most Sports hours of any network: NCAA Football, American League Football, Fight of the Week, All Star Golf.

And in Specials: Remember how quickly you computed such extra-special Specials as The Bing Crosby Show, Maurice Chevalier's Invitation to Paris, Elvis Presley's return to our Frank Sinatra shores, Debbie Reynolds' TV debut.



**Source: Nielsen 24 Market TV report week ending November 6, 1960, vs. multi-network area reports for similar periods previous years. 6:30-11 PM Sun., 7:30-11 PM Mon.-Sat.*

Sample Special coming up: *David the Outlaw*, two-part Biblical epic starring Jeff Chandler and Israel.

Obviously, no *human* computer can be told what to watch and compute in this land of 180 million human computers. There is no arm-twisting in this land.

There is, however, dial-twisting a-plenty.

We owe our existence as a network to it. We owe our phenomenal growth in Client Acceptance to it. Against last year, ABC's billings are up 30% and give every evidence of continuing to out-pace the growth of any other element in the TV industry.

So, whether you are an advertiser dialing-in the public... or whether you are a Dial Twister dialing in for Television's best . . . ABC-TV is now your first choice.

ABC TELEVISION

The Editorial Viewpoint . . .

The Ogilvy-Shell Arrangement

A great deal of comment and criticism has been generated by the arrangement between Shell Oil Co. and Ogilvy, Benson & Mather which was disclosed in some detail at the Assn. of National Advertisers' meeting.

Under the arrangement, which despite the air of complete disclosure which surrounded it was not spelled out completely, it seems that the Ogilvy services will be paid for the first year on a fixed fee basis, and that thereafter they will be negotiated on a basis which, in effect, amounts to a cost-plus arrangement. It is stated that the fees for the first year of service will exceed those which would have been recovered by commissions, but David Ogilvy has said that the same fee basis would apply if the fees should happen to be less than the commissions would be, although he adds hastily that he cannot envisage such a situation.

This arrangement has created a great deal of comment, even though many have pointed out that there is nothing new about fixed-fee arrangements. In one manner or another, practically all business paper advertising is already paid for in this way. There is something new in a cost-plus-profit arrangement, and a goodly number of people have already said that such an arrangement continues—and perhaps even intensifies—some of the worst features of the commission system, since it means that the greater the fee, the greater the profit.

Much more startling in its implications than the method of compensation is the concept of agency-client relations outlined by Cyril Martineau, Shell's advertising manager. If he means what he seems to be saying, the arrangement is one in which Shell literally turns the complete conduct of its advertising operations over to its agency.

"We have charged them with the total responsibility for advertising all our products . . . After having agreed upon the face we wish to present, our only other requirement is that their copy must be truthful and legally acceptable," he said.

"We don't intend to make any advertising decisions for them. I don't want to see an alternate campaign. We make the product. They advertise it. We respect their expertise, just as we respect our geologists, engineers, chemists, and our legal counsel. Why keep a dog and bark yourself?"

If this is literally true—and Mr. Martineau insists that it is—then Mr. Ogilvy and his helpers have acquired the most perfect client in all advertising history. The client who sets his general advertising course and then entrusts the complete execution of his program to his agency, without ever even wanting to have possible alternatives suggested to him, is rarer than a speechless Harry Truman. There are a lot of cynics in the advertising business who will wager the conventional eight to five that this portion of the idealistic marriage of Shell and Ogilvy breaks down before the financial arrangement has a chance to prove its staying power.

Advertising Surrounds the Prospect

The "mass" character of advertising is recognized in its description as "salesmanship in print," and as an extension of personal selling, with a single seller talking simultaneously to a multitude of potential buyers.

Mostly, we think of this mass character of advertising as enabling the advertiser to reach many potential buying units at once. But advertising has the equal ability to reach buyers in depth—to influence simultaneously the many buying influences in a single buying unit. In consumer advertising this may mean the ability to reach and influence all the members of a family, and this is frequently vital to a sale. In promoting to business and industry, where both the number of buying influences and the volume of purchases is much greater, it is almost impossible to make a sale unless you can reach the prospect in depth.

A memo from our sales department, discussing AA's coverage of the 100 leading national advertising accounts listed in our Aug. 29 issue, set us to thinking about advertising's value in reaching prospects in depth.

"Some media people may think of the 100 leading advertisers as representing only 100 accounts, and that it is not much of a problem to cover 100 accounts by foot," the memo said. "Actually, the Aug. 29 issue contained the names of more than 2,500 people—not including several thousand important assistants—bearing top titles related to advertising, marketing, and sales. These are top echelon as far as selling space and time are concerned.

"ADVERTISING AGE's circulation to the leading 100 advertisers is 2,564, this being an average of 25.6 copies per account. These top 100 accounts are served by 206 agencies. In these agencies, literally thousands of individuals are concerned in various ways in the selection of media. Among these agencies, AD AGE's circulation is 7,594—an average of 36.9 copies per agency."

In selling—and particularly to business and industry—you need depth as well as dispersion. And advertising can give it to you.

Gladys the beautiful receptionist

—Bill Arter, Byer & Bowman, Ad Agency, Columbus, O.

"He doesn't know whether to buy one of the compact compacts, one of the new, larger compacts or the brand new, king-size compacts."

What They're Saying . . .

Brand New Twist

For years the American consumer has been bombarded in advertising with Brand X—that sleazy, second-best product that won't clean clothes half as fast, get teeth half as white, or keep its frosty, frothy head half as long. And for years, wags have speculated on the bedlam that could be created by an on-the-level product named Brand X. Well, *Time* now reports that Brand X is here with a bang! Products on the market, or about to come, include Brand X window cleaner, Brand X polishing cloth, Brand X popcorn, and Brand X cigarets. The latter are for "the man who is satisfied with nothing less than second best . . . the man who, as a boy, dreamed of becoming Vice President."

Indications are this is only the beginning of a wave of the insidious "twist." One outfit is about to spring a new detergent named "Won't." We may as well contribute to the havoc with the suggestion of a whisky named "The Same." Think of the sales potential —millions of customers at bars saying, "I'll take the same!"

—from Ad Libs, published by Harris D. McKinney Inc., Philadelphia.

How It Is

The answer to the accusation that advertising makes people want things they do not need is: "Yes, indeed!"

—Dr. Ernest R. Dichter, president, Institute for Motivational Research, in "Repros," published by G. W. Head, vp, Advertising Federation of America.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 806 New Center Bldg., Detroit 2 (TR 2-7211).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Merle Kingman**.

Associates: New York—**Lawrence Bernard, Phyllis Johnson, Denis Higgins, Ramona Bechtos**. Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, Lawrence E. Doherty, Cynthia Eaton**. Detroit—**John J. McGinnis**. Washington—**Rance E. Crain**.

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **John B. Carlson**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston**. Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Jack Barnett**. Los Angeles: (Simpson-Reilly Ltd., 1709 W. 8th St., HU 3-0561) **Walter S. Reilly, James March, William C. Pritchard, Murray Keatinge**. San Francisco: (Simpson-Reilly Ltd., 703 Market St., DO 2-4994) **Richard B. Paulsen**. Portland, Ore. (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles**. London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.

Rough Proofs

"Due to circumstances beyond his control, our media director is now available," says an agency classified ad.

The circumstances may also have been beyond the agency's control.

•

Newspapers got a nice Thanksgiving Day present from the FCC, when it ordered broadcasting stations to advertise expansion plans in their local dailies.

•

The reported ad expenditures of Ocean Spray Cranberries for 1959 were $3,000,000, but it turns out they were only $783,000.

Merchandising pressure sometimes has an inflationary effect.

•

Industrial advertisers told ABP members they would like to see more of their editors.

As Leo Burnett says about advertising, somebody has to stay home and get out the paper.

•

The *Times* says Los Angeles is the nation's second largest market and so far the Chicago Assn. of Commerce hasn't fired any shells across its bows.

•

"Who in the dealership," asks *Automotive News*, "do you have to reach with your advertising?"

"Whom" might have sounded just a little bit sissy.

•

Mark Twain's ad copy for "Huckleberry Finn" said, "An amusing book is a panacea more agreeable than medicine and less expensive than doctors' bills."

Sick and cynical books advertised today aren't panaceas for much of anything.

•

"Good starting salary with plenty of opportunity to advance; outstanding benefits, profit-sharing, bonus," says a Sears, Roebuck ad for copywriters.

Tell them more about the profit-sharing.

•

"Campbell buys Pepperidge Farm," the story says.

Now you can have bread with your tomato soup.

•

"3,400,000 men and women hold in their hands the future of your business," says Bridal-Pax.

Since they are brides and their grooms, posterity has more than a passing interest, too.

•

"How many times," asks Dow-Jones, "have you heard business men refer to 'the Madison Ave. fellows' who live in ivory towers far from the arena of practical business?"

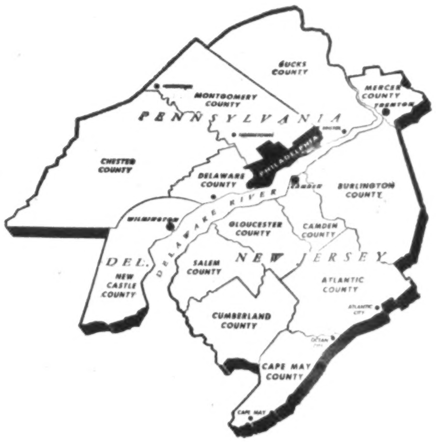
Who says keeping a restive client happy isn't practical business?

•

Shoe polish advertising is expanding at a rapid rate, perhaps because of the do-it-yourself boom.

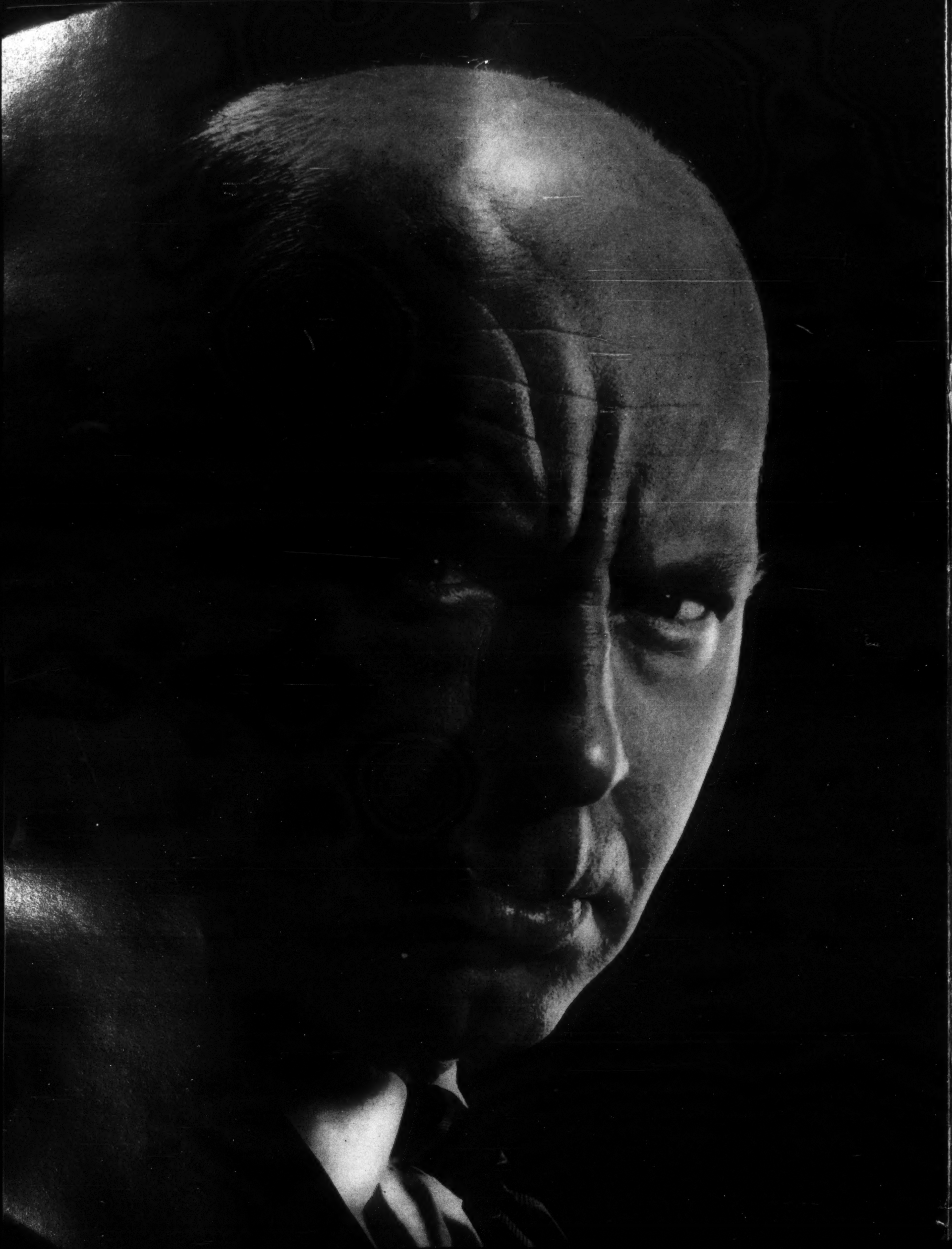
COPY CUB.

61 PERCENT OF DELAWARE VALLEY'S POPULATION LIVES IN THE SUBURBS


BUCKS COUNTY
MONTGOMERY COUNTY
PENNSYLVANIA
MERCER COUNTY
TRENTON
CHESTER COUNTY
PHILADELPHIA
DELAWARE COUNTY
CAMDEN
BURLINGTON COUNTY
DELAWARE RIVER
WILMINGTON
GLOUCESTER COUNTY
CAMDEN COUNTY
DEL.
NEW CASTLE COUNTY
SALEM COUNTY
NEW JERSEY
ATLANTIC COUNTY
ATLANTIC CITY
CUMBERLAND COUNTY
OCEAN CITY
CAPE MAY COUNTY
CAPE MAY

The Philadelphia Inquirer delivers your advertising to 30% more suburban adult readers than does any other Philadelphia newspaper.

Sources: 1960 Sales Management Survey of Buying Power; Continuing Study of Adult Newspaper Readership by Sindlinger & Company, Inc. based on over 50,000 interviews, 1957-59. (Summary of 1959 study available on request.)



I hate the cost of advertising.

I also hate the cost of research,

new equipment, packaging, salesmen

and everything else it takes

to make a profit these days.

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

D'Arcy Names Turkevich, Cook

Nicholas Turkevich, former director of marketing research of Continental Oil Co., Houston, is joining the Chicago office of D'Arcy Advertising Co. with the same title on Dec. 5. He succeeds Bill Wilson, who left the agency in August. Prior to joining Continental Oil in 1952 Mr. Turkevich was manager of statistical research of Atlas Supply Co., Newark, N. J. D'Arcy has promoted Francis J. Cook to media director in its Cleveland office. He joined D'Arcy in 1957.

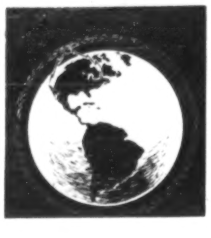
La Roe Joins Cargill, Wilson

C. Warden La Roe has joined Cargill, Wilson & Acree, Richmond, Va., as copy chief. He formerly was copy supervisor and account executive for Doherty, Clifford, Steers & Shenfield, New York, for the past seven years.

Honoring the Minds that meet the Challenge of the '60s...

IRE remembers the MAN

. . . for research on radio-wave propagation



WINNER of the *1960 Harry Diamond Memorial Award* is K. A. Norton, of the National Bureau of Standards, Boulder, Colorado—cited for "contributions to the understanding of radio wave propagation." IRE is proud to honor Mr. Norton, and to salute all who, in this challenging decade of the '60s, work for the advancement of electronics and apply it to the betterment of our lives.

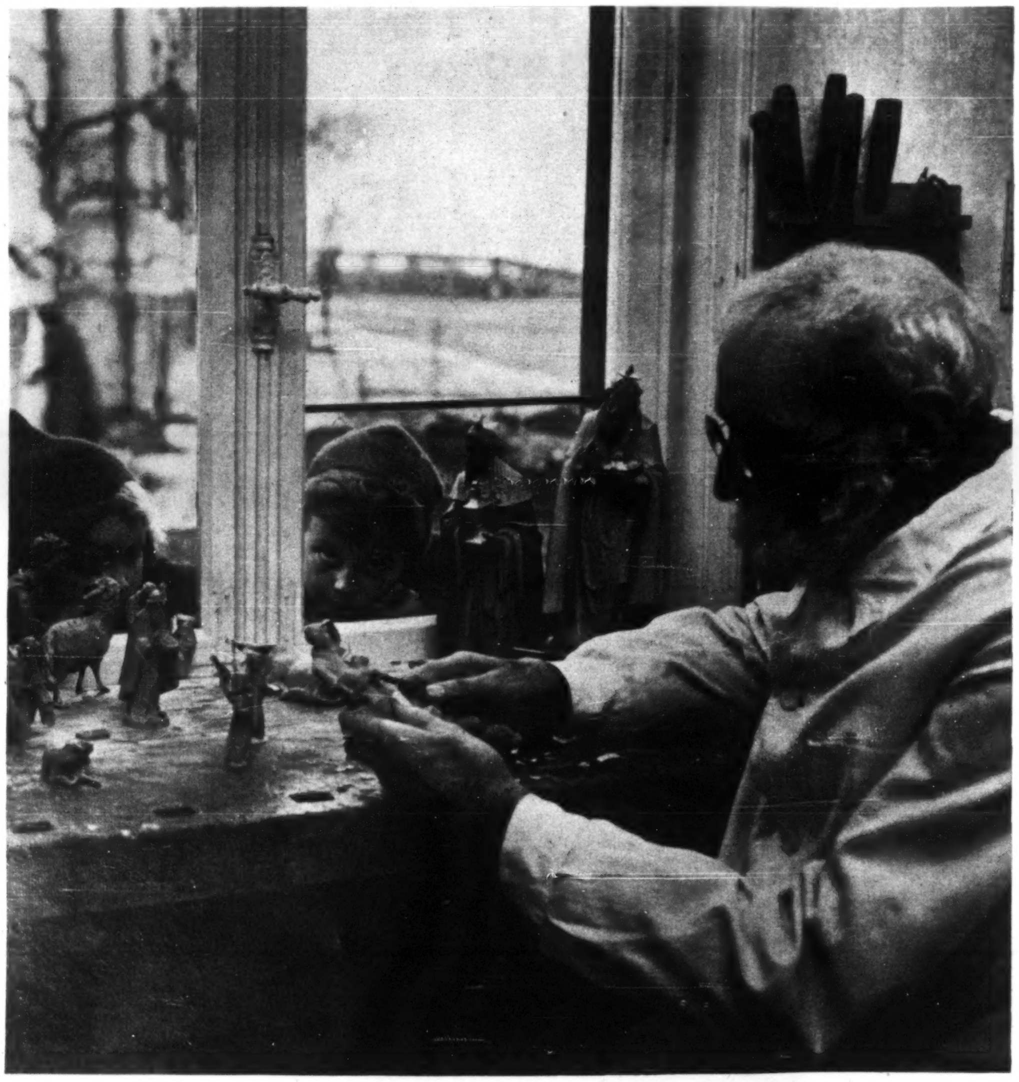
Your company, too, has to meet the challenge of the '60s in the vast radio-electronics field; to do so, it too must "remember the man"—must reach the top-level minds who control purchasing for electronic equipment, components and supplies. 65,243 (ABC) of them read **Proceedings** every month—ACT on what they read. Present your company's facts in **Proceedings**—and watch the reaction!

K. A. Norton

For a share in the present, and a stake in the future, make your product NEWS in

Proceedings of the IRE • The Institute of Radio Engineers

Adv. Dept. 72 West 45th St., New York 36, N. Y. • MUrray Hill 2-6606 BOSTON • CHICAGO • MINNEAPOLIS • SAN FRANCISCO • LOS ANGELES



CRAFTSMANSHIP...

His trade has been well-learned, well-practiced over the years. He's a craftsman, skilled in his chosen field . . . receiving satisfaction from the appreciation of others. Every field has its specialists . . . its craftsmen. For photoengraving . . . offset positives . . . the name Superior stands out. Superior's skilled specialists apply their talents night and day, constantly achieving the dot by dot perfection so all-important to fine printing. Hundreds of Superior customers attest to Superior's leadership . . . to the craftsmanship which is a basic part of our service.
May we show you why?
Call us soon. **SUperior 7-7070.**

CALL NIGHT OR DAY

Chicago's Foremost Photoengraving and Offset Platemaking Plant.

SUPERIOR ENGRAVING CO.
215 West Superior St. Chicago 10, Ill.

Getting Personal

Random notes from the Broadcasters' Promotion Assn. meeting in New Orleans: Several of the promotion men found themselves pressed into reportorial duty; news directors of many stations wanted on-the-spot coverage of the school integration ruckus, so they called on the p.m.s to lend a hand. Metropolitan Broadcasting had four men on tap—**Warren Boorom,** director of advertising and promotion; **Arnold Katinsky,** WIP, Philadelphia; and **Gary Davis** and **Scott Burton,** both from WHK, Cleveland. They rented a tape recorder and went out to the schools and interviewed various people. Then they fed the tape to WIP via beep phone (using WTIX, New Orleans, facilities); WIP then relayed the material to other Metropolitan stations . . . **Kent Stuart** of KMBC-TV, Kansas City, got a happy surprise shortly after arriving in New Orleans; he was informed that he had won $500 first prize in a Nestle Quik-Roy Rogers "Name the Pony" contest for station promotion men . . . Talk of new arrivals was very much in evidence: **Doug Shull,** WANE (am and tv), Ft. Wayne, was still glowing over the 8lb., 6oz. son (their second) presented by Mrs. Shull on election day; **Bob Lyte,** WLBW-TV, Miami, announced that he is slated to become a grandfather in May—and a father again in March; **Charles Goerth,** KYW, Cleveland, couldn't make the convention, due to his wife's imminent date with the stork . . .

When **Pete Abrahams** isn't preoccupied as a media trainee at BBDO, New York, he's apt to be found enjoying the "peace and serenity" of a parachute jump. As a devotee of sport parachuting, he's now trying to convert other BBDOers. His first convert: Artist **Roland Michaud** . . .

Joe Fierro, a radio account exec with the Katz Agency, New York, and his wife Joy, welcomed their third son, Christopher John, on Nov. 9. The new arrival weighed 8 lb. 14 oz. . . .

New governor of Massachusetts is Republican **John A. Volpe,** who's president and treasurer of the *Malden Evening News* and the *Medford Daily Mercury* . . .

Russ Wittberger, sales representative for Radio Station WEMP, Milwaukee, penned a jingle in a contest at the Milwaukee Ad Club's Golden Anniversary Ball, and won an eight-day trip to Paris . . .

Orville G. Gile, director of advertising for Walgreen Drug Stores, Chicago, is marking his 30th year with the firm . . .

Admirable Alums: The Outstanding Achievement Award of the University of Minnesota School of Business Administration Alumni Institute this year went to **Charles R. Speers,** advertising vp of American Airlines, class of '28. Speakers at the award dinner were Mr. Speers and Capt. Eddie Rickenbacker, board chairman of Eastern Airlines . . . **Edward C. Kennedy,** head of his own Chicago ad agency, and president of the board of trustees of Quincy College was honored by alumni for service to the college . . . And another honored alumnus was **Clifton Blackmon,** vp in charge of advertising and public relations for First National Bank of Dallas, who was given a distinguished service award by the University of Missouri Alumni Club of Dallas . . .

ADMAN LAUDED—*Ted Patrick (right), editor of Holiday, wears the decoration of "Commendatore dell'Ordine al Merito della Republica Italiana," presented by Dr. Edgardo Sogno, counsel general of Italy. Mr. Patrick, a former adman before joining Holiday in 1946, received the decoration at a reception in his honor at the Consulate General in Philadelphia. He was decorated for his role in fostering better understanding between Italy and the U.S.*

Robert F. Hyland, general manager of Radio Station, KMOX, St. Louis, received the Bruce A. Campbell memorial trophy for "meritorious service" in the field of sports at the annual Elks Sports Celebrity dinner . . . **Thomas Stoner,** exec vp of Stoner-McCray System, Des Moines outdoor ad company, was named state fund campaign chairman for the Iowa Assn. for Retarded Children . . .

Engaged: **Camille Muscarella,** time buyer at Clinton E. Frank, Chicago, and Mark Hanson, who plan a spring wedding . . .

Another addition named Malinda, now makes it three girls and one boy in the household of **Don Whiting,** account supervisor for Clinton E. Frank . . . It was twins, Karen Jo and Toni Lynne for Mr. and Mrs. **Morton Yanow.** Father is radio and tv director for Bayuk Cigars Inc., Philadelphia . . . On Oct. 30 **Reg Twiggs,** vp and general manager of the Los Angeles office of Cunningham & Walsh, welcomed his first son, Gregory . . .

Several Los Angeles admen turned college profs include **Edwin C. Dunas,** head of his own agency, who's conducting a 10-week course in the role of mass media at U.C.L.A's downtown campus; **Hank Lucas,** Foote, Cone & Belding copywriter, teaching a course on copywriting at the University of California; and **Robert C. Lovett,** of Boylhart, Lovett & Dean, lecturing on industrial marketing at U.S.C. . . .

Edward D. Kahn, vp and general manager of Victor A. Bennett Co., has been named to a special committee to design the 1961 national poster for the Boys' Clubs of America . . .

Brides-to-be: Wendy Stern and **Alan D. Pesky,** with the marketing department of Standard Brands, have announced their engagement . . . Another engagement: **Janet Lewiston,** a market researcher at Benton & Bowles, and Henry Einhorn, an economist with the Department of Justice in Washington . . . **Judith Ann Rogers,** with the research department of Aitkin-Kynett, Philadelphia, will be married in December to Charles Vicary, general manager of Erveen Corp. . .

Definitely
interesting
. . . engages my attention and holds my interest.

it was IN THE CARDS!

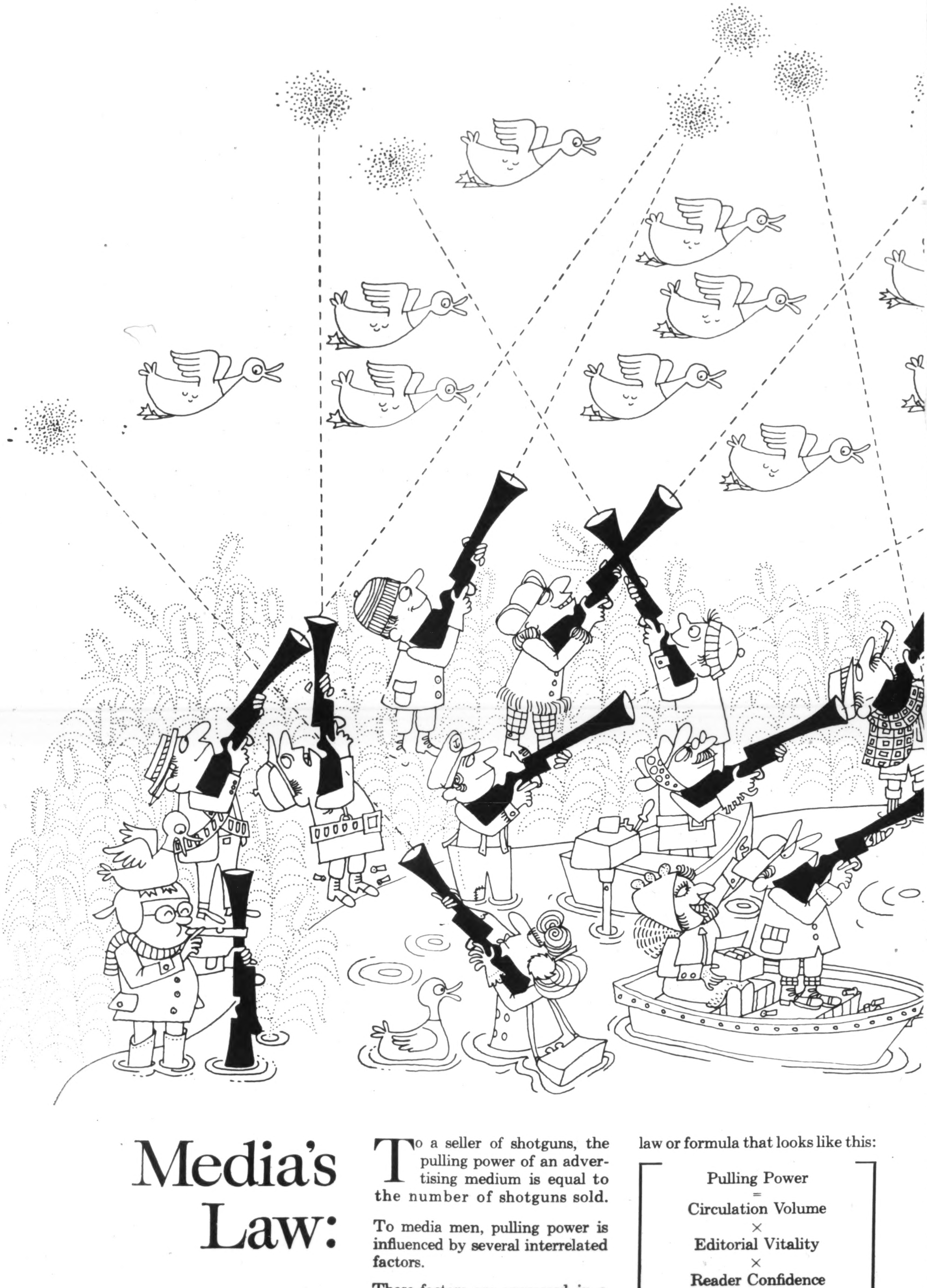
And the cards, in this case, had nothing to do with the element of chance. They were the Univac "trait cards" used in the recent nationwide Bolger Study of magazine images, measuring the sales climate created editorially by 11 major consumer magazines among the people who read them.

"Interesting" is only one of 11 different traits—out of 32 analyzed—where National Geographic readers gave their magazine a higher image score than did readers of any other publication surveyed.

"Interesting" is certainly one of the several powerful reasons why today's Geographic audience has climbed to an all-time high of more than 2,500,000 families—and is still climbing. The skill of Geographic editors, combining superlative pictorialism and engrossing reports of the world's most colorful places and people, has built for this magazine a special kind of reader enthusiasm.

The overall characteristics of National Geographic appeal to one of the most unusual markets of high-income, well-educated, and exceptionally buying-minded families ever attracted by a single publication. In its editorial climate, messages of Geographic advertisers thrive. The word "interesting" is a mild description of their consistent success. Like them, you'll find that results are a high-scoring characteristic when you use the Geographic's advertising pages.

THE NATIONAL GEOGRAPHIC
Washington 6, D. C.



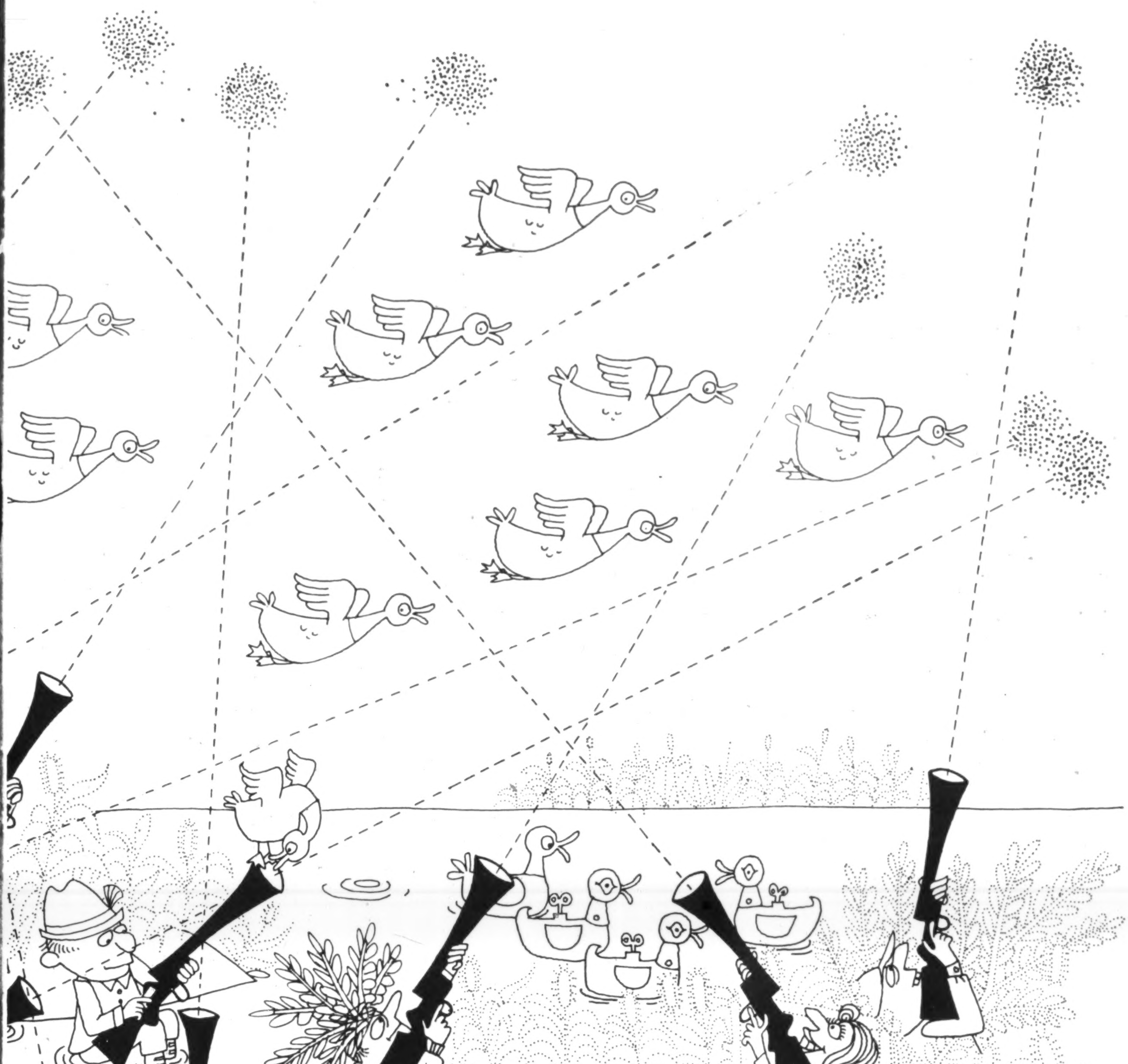
Media's Law:

To a seller of shotguns, the pulling power of an advertising medium is equal to the number of shotguns sold.

To media men, pulling power is influenced by several interrelated factors.

These factors are expressed in a law or formula that looks like this:

Pulling Power
=
Circulation Volume
×
Editorial Vitality
×
Reader Confidence



The larger measure of these ingredients in the Chicago Tribune accounts for the greater results produced for advertisers.

The Chicago Tribune, with a circulation 1½ times that of any other Chicago newspaper, outpulls the other papers by at least 3 to 1 and as much as 15 to 1.

More Chicago families read the Tribune than the top five weekly magazines combined; more than six times as many Chicagoans turn its pages as turn on the average evening TV show!

Chicago Tribune

Awaiting you here is good taste in photoengraved reproduction with intelligent and experienced contact to go with it.

Hutchings & Melville, Inc.
custom photoengraving
4043 N. Ravenswood Ave., Chicago 13

Hutchings &
H&M
Melville, Inc.

Better Oil Industry, Dealer Relations Needed, Guzzo Says

CHICAGO, Nov. 22—A prime job for oil industry leaders is to improve understanding between various segments of oil marketing, according to C. J. Guzzo, senior vp of Gulf Oil Corp., Pittsburgh.

"A solid front in approaching petroleum marketing problems would be invaluable in attempting to roll back much of the unfair government taxation and regulation under which we now suffer grievously," he told the American Petroleum Institute last week.

■ Mr. Guzzo, who is vp for marketing of API, said that "unless we succeed in getting our jobbers, commission wholesalers and dealers feeling more friendly toward the industry, our other public relations efforts will be in vain."

He said the problem has been dealt with in part by the service station advisory committee of API, which has organized regional meetings between dealers and suppliers. "It is my hope that such meetings will be expanded until they become a permanent medium for maintaining dealer friendship," he added.

Mr. Guzzo also asked for industry-wide support for the travel development committee, designed to promote greater consumption of gasoline by encouraging motorists to drive more.

■ Malcom P. Murdock, sales vp of Ethyl Corp., New York, pointed out what increased auto travel can mean for the industry:

"If you can sell one additional tankful to each of 61,000,000 passenger cars on the road today, you'll increase gasoline consumption by more than 20,000,000 bbls.," he said.

"Or, if you encourage every motorist to drive only two more miles per day, the annual gasoline demand will increase by 71,000,000 bbls., or 5%."

Preliminary results of a psychological study being made by Ethyl to find out why people do or do not use their cars indicated, he said, that motorists will drive more "if you can find the right appeal.

"The majority of the motorists at first say they seldom or never drive today for pleasure alone," Mr. Murdock said. "However, nearly all of them do recall many pleasant driving experiences in the past, and the psychologists say that if these subconscious satisfactions in driving can be activated with the right appeals, we can increase a conscious desire to drive again."

The survey found that cost of gasoline is not a factor in deciding how much to drive the car, he said. #

'I Won't Check the Case; I'll Take It to the Table'

PHILADELPHIA, Nov. 22—Pretty soon Madison Ave. will become as quiet as the office of an account exec who has just lost his sole client.

The reason: Minitronics Inc. introduced an attache case with a built-in microphone and a sub-miniature Minifon tape recorder. This innocent looking monster can pick up conversations 15' away—even when the case is closed and people are speaking away from it. #

Three Men Who Defrauded McCann Sent to Prison

James K. Ross, a former tv producer for McCann-Erickson, Toronto, has been sentenced to three years in Kingston penitentiary for defrauding the agency of $65,000 over a three-year period. George Cuttell, a tv-radio announcer, and Gordon Roda were convicted and sentenced to two years less a day.

Mr. Ross, who was arrested with the others earlier this year (AA, Feb. 22), was accused of giving false checks as talent payments to the other defendants.

Carson/Roberts Adds One

Telemeter Magnetics, Culver City, Cal., has named Carson/Roberts, Los Angeles, its agency, succeeding Enyart & Rose Advertising Agency, Los Angeles. Telemeter is currently undergoing preparation for a merger with Ampex Corp., after which it is to be operated as Ampex Computers Products.

Heinze & Penfound Adds One

Frank Miller & Sons, Chicago, manufacturer of products for the janitorial and maintenance supply field, has named Heinze & Penfound, Chicago, as its agency.

WMAQ
IS
FIRST
IN
CHICAGO!

...reaching more homes per average quarter-hour each weekday, 6:00 a.m.-6:00 p.m., than any other Chicago station! The WMAQ daytime reach is 13% greater than the second station's and 16% greater than the third station's. In Chicago, the "Sound Of The Sixties" is the favorite sound of adult listeners, delivering a bigger buying audience for more advertisers.

WMAQ • NBC Owned • 670 in Chicago • Sold by NBC Spot Sales

SOURCE: CHI. NSI, AUG.-SEPT., 1960

WALL STREET JOURNAL ADVERTISERS MAKE A DOUBLE IMPACT ON THEIR PRIMARY MARKETS

All of your advertising keeps making a double impression: It reflects the corporate image and helps sell your products or services. The difference in advertising effectiveness is in the thoughtful choice of media.

The editorial content of The Wall Street Journal, by its very nature, does *not* appeal to everyone. But . . . because it satisfies the daily business information needs of businessmen everywhere, The Journal has become the leader in business advertising.

Like the good salesman, a company knows the value of selling itself—its policies, plans, public and employee relations—as it sells products, services or ideas. These two goals are so entwined today that every business advertiser looks at his message twice in judging its merit.

In The Wall Street Journal you reach the man at the top and the men on the way up . . . the one who advises and the one who decides. You reach more principal executives—*more than through any other newspaper or magazine.* For the National Business Daily is their *read most* and *most useful* publication.

For double impact on America's best informed business audience it's The Wall Street Journal.

Published at: New York, Washington, D.C., and Chicopee Falls, Mass. • Chicago and Cleveland • Dallas • San Francisco

. . . WAY OUT FRONT WITH BUSINESSMEN EVERYWHERE

THE WALL STREET JOURNAL.
Filthy Water
Uncle Sam Steps Up Drive to Halt Pollution By Cities, Industries
But Cost of Treatment Plants Leads Some Cities to Fight Federal Right to Intervene
Cleaning Up Radioactivity
What's News—
Business and Finance
World-Wide
Business Inventories
Inventories
Sales
The Outlook
Appraisal of Current Trends In Business and Finance
Busy Retailers
They See Yule Sales Topping 1959 Despite Economic Uncertainty
Most Report a Post-Election Pickup; Ready Availability Of Goods Curbs Ordering
Gains for Luxury Products
BECAUSE EVERY BUSINESS DAY, THE NEWS THAT CHANGES BUSINESS... CHANGES!

CBC Head Ouimet Attacks Critics for 'Endangering' Net

Montreal, Nov. 22—Advertisers using the Canadian Broadcasting Corp.'s network were warned last week that the future of the publicly owned body is threatened by "dangerous statements" about the way it gets and uses its money.

It was J. Alphonse Ouimet, president of CBC, who lashed out with both fists at a Rotary Club luncheon against those seeking, as he said, to undermine the corporation's policies. He said the reasons for spreading fallacies about the CBC "range from honest belief—or perhaps honest prejudice—to deliberately planted propaganda." He listed the following statements, which, he said, are made with endless repetition:

The CBC is too expensive; Canada can't afford it; advertisers are not helping to make up the huge deficits so that it is wasteful and inefficient; its expenditures are out of control and far greater than ever imagined; private enterprise could provide the same service and give the advertiser a better break.

"When we repeat these statements, the only people we are fooling are ourselves. And if we keep at it, we could fool ourselves right out of one of the best advertising and broadcasting systems in the world," Mr. Ouimet said.

The CBC spent $90,000,000 last year, $52,000,000 from public funds and $38,000,000 from commercial sources. In response to the charge that this is too expensive, Mr. Ouimet described 14 services of the corporation. These range from the operation of two complete but distinct broadcasting services, one in English, the other in French, for advertisers, locally and nationally, and programs to Canada's armed services overseas. #

Field Resigns as L&N VP

Julian Field, who joined Lennen & Newell, New York, five years ago, has resigned as senior vp and assistant to the president in creative development. He will announce his plans later.

Wade   Mrs. Reed   Reed   Ryhlick

OPEN HOUSE—*When Wade Advertising held an open house for its enlarged Los Angeles office, among those attending were A. G. (Jeff) Wade II, agency board chairman; Frank Ryhlick, Wade account executive, and Mr. and Mrs. Jack Reed of Mohawk Petroleum Co. The agency has been on the West Coast for 20 years.*

Utility Ad Group Seeks Members in 1961 Campaign

Public Utilities Advertising Assn., founded in 1920 and now including 483 members representing 344 companies, has scheduled an intensive membership drive next year. Information may be obtained from Elton E. Stuenckel, director of marketing, South Jersey Gas Co., 2001 Atlantic Ave., Atlantic City, N. J.

Worthington Promotes Arnay

Oscar P. Arnay has been named international account manager, advertising and sales promotion, by Worthington Corp., Harrison, N. J. He was formerly international account supervisor. Mr. Arnay will be responsible for the overseas promotion of Worthington's American products and for promotional staff service to associated foreign companies.

White Leaves 'Herald Tribune'

Robert M. White II has resigned as president and editor of the *New York Herald Tribune*. Mr. White, who joined the daily in July last year, will leave his post upon the return to New York of owner John Hay Whitney, currently U. S. ambassador to Great Britain. Mr. Whitney will become president and publisher.

Snow & Depew Adds One

General Applied Science Laboratories, Westbury, N. Y., has appointed Snow & Depew, Hicksville, L. I., to handle advertising and pr.

PHIL SILVERS, CBS-TV STAR

In the dough? If you aren't, here's a tasty idea that could get you a big raise from the boss. Give him these facts. As the world's largest enamel printing paper specialist, Consolidated offers *finest* quality for *less*. When he specifies Consolidated Enamels for broadsides, catalogs and other printed pieces, he'll save money without sacrificing quality. Get free test sheets. Have your printer test them on your next printing order, comparing quality, performance, costs! Then get out your rolling pin.

Available only through your Consolidated Paper Merchant

Consolidated

WORLD'S LARGEST SPECIALIST
IN ENAMEL PRINTING PAPERS

Consolidated Water Power & Paper Co. • Natl. Sales Offices, 135 S. La Salle St., Chicago

Keyed Coupon Returns

Many food advertisers are taking a new hard look at their newspaper schedules in New York.

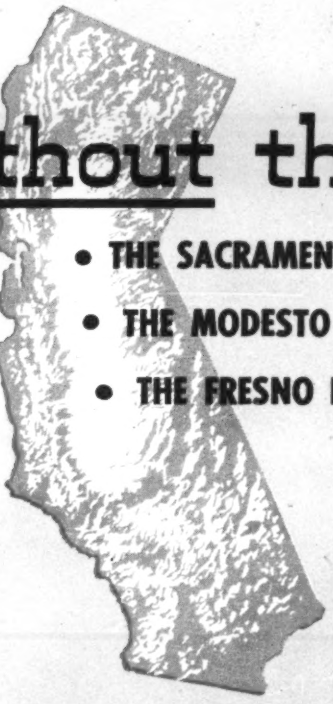
Keyed coupon returns in case after case show that the Mirror's returns are far ahead of any one of the three evening papers. Often they are better than two combined.

Make
The Mirror
a MUST!

Something Missing

BLACK POWDER
BLACK POWDER

... like California without the Billion-Dollar Valley of the Bees



- THE SACRAMENTO BEE
- THE MODESTO BEE
- THE FRESNO BEE

- **Actually, total effective buying income of more than $3½ billion**
- **Twenty-seven booming Counties with greater food sales than each of 25 States**

If you are advertising in California remember that the great *inland* Valley of this State is a separate market with its own area newspapers. THE THREE BEES. Nothing in print sells *inland* Valley families like The Fresno, Modesto and Sacramento Bees . . . edited for local interest . . . potent for local sales.

Data Source: Sales Management's 1960 Copyrighted Survey

McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

Three types of discounts: McClatchy gives national advertisers discounts on **bulk** . . . **frequency** . . . or combined **bulk-frequency**. Check O'Mara & Ormsbee for details.

WHY FORUM IS ADDING A SECTION

ON REBUILDING

10 years ago, when urban renewal was little more than a [illegible] new phrase creeping into the vocabulary of a few farsighted pioneers, FORUM began devoting editorial attention to that subject. Since 1954, city planning stories have been a regular editorial feature of this magazine.

As a result, FORUM readers have become the best informed audience on the now commonplace topic of urban renewal—and FORUM has become recognized as an authority in this important field of building construction.

In the past few years, FORUM's editors have been paying increasing attention to another vital new development on building's horizon: Rebuilding.

In addition to publishing occasional articles on modernization and renovation, FORUM has devoted several entire issues to the subject—most recently in January, 1960.

Now, beginning with the February, 1961 issue, FORUM's editors plan to create a regular monthly department devoted to Rebuilding.

There are several important reasons why they feel impelled to do this:

■ Rebuilding is a big and growing part of total building construction. In fact, it's a multi-billion dollar industry in itself—and accounts for one out of every three building construction dollars.

■ The reporting of Rebuilding has been largely neglected in the past, with FORUM virtually alone giving it important editorial treatment.

■ The scope of Rebuilding will be especially great in cities, as FORUM's city studies have revealed. Big renewal projects on razed sites are proving too expensive to meet the vast requirements of cities.

■ The architecture of Rebuilding has become an art of itself, centered as it is around continuity of existing space.

■ The business of Rebuilding is essentially different from that of new building. In it, the client is probably an even more important figure than he is in new construction.

■ The technology of Rebuilding is, necessarily, quite different from that of new building.

As a corollary, FORUM's new section will open even greater advertising opportunities to manufacturers whose products can be used in both building and rebuilding.

Item 1: Rebuilding is the building industry's great stabilizer—holding its own (even, in fact, increasing in volume) when new building slackens off.

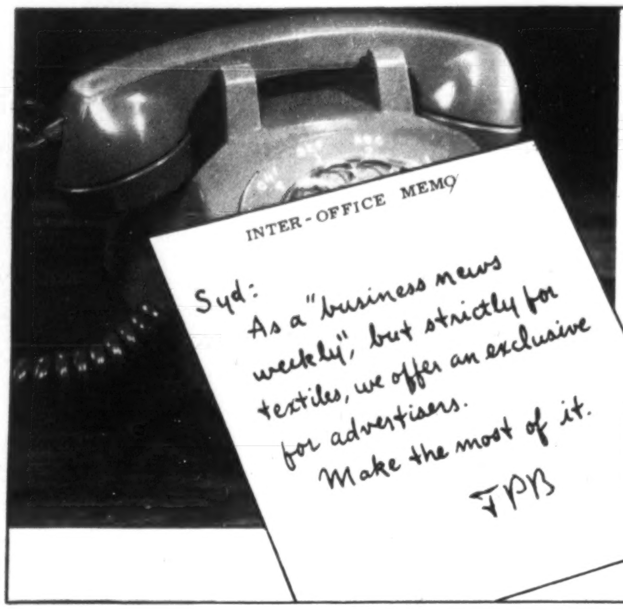
Item 2: Many manufacturers find Rebuilding accounts for up to 65% of their total sales.

Item 3: Rebuilding—because it is the least competitive—is often the more profitable field for building product manufacturers.

It is FORUM's belief that this new monthly section will benefit *all* its readers—and the great majority of its advertisers—by keeping this important phase of building construction in sharp, consistent focus.

FORUM

Architectural Forum the magazine of building published by Time Inc.



INTER-OFFICE MEMO

Syd:
As a "business news weekly", but strictly for textiles, we offer an exclusive for advertisers.
Make the most of it.
TPB

Just as with any weekly business magazine, the *Reporter* offers news when it happens but with sufficient time for thoughtful analysis. In our case we serve just one industry: textiles.

Result: readership . . . by textile mill management men.

Ask us for details.

AMERICA'S TEXTILE **Reporter**

ADVERTISING AND PRODUCTION OFFICES:
286 Congress St., Boston 10, Mass.
NEW YORK 17, 60 E. 42nd St.
GREENVILLE, S. C.—S. C. Natl. Bank Bldg.

Publish Book on Posing

"Posing for the Camera," a professional guide for models, directors and photographers, has been published by Hastings House ($6.95). The authors are Harriett Shepard, photographer, and Lenore Meyer, instructor in modeling and tv acting. The manual presents posing from a scientific viewpoint and in step-by-step fashion it studies the components of the posing figure—body, legs, arms, head. Hundreds of sketches illustrate how to achieve the poses.

BBDO Names Torisky, Learner

Batten, Barton, Durstine & Osborn has appointed Daniel A. Torisky an assistant account executive on the U.S. Steel account in the Pittsburgh office and Dr. David B. Learner assistant director of research in New York. Mr. Torisky formerly was advertising manager of A. M. Byers Co. Mr. Learner was head of the human factors research group at the General Motors research laboratories.

Drive Backs New TV Series of 'Best of Post' Dramas

NEW YORK, Nov. 22—*The Saturday Evening Post* is running an extensive promotion to back "Best of the *Post*," a series of half-hour dramas based on stories from the pages of the magazine. The series, now sold in 133 markets, is jointly owned by the *Post* and Independent Television Corp.

In addition to running ads in its own regional editions (AA, July 11), the *Post* is using special promotions in several cities where the series is appearing. In New York, tune-in newspaper ads are being scheduled in the *Herald-Tribune*, *New York Daily News* and *New York Times*. The series is being sponsored on WABC-TV, New York, by P. Lorillard Co. (Lennen & Newell) and Bristol-Myers Co. (Foote, Cone & Belding).

■ When "Best of the *Post*" premiered on WGN-TV, Chicago, under the sponsorship of Peoples Gas Light & Coke Co. (Needham, Louis & Brorby), the *Post* ran large-color posters on all wholesale newsdealers' trucks. Similar posters were used on 90 trucks in New York.

Stack inserts also are being used in all major markets. These are two-color inserts used on the newsstands. These stack talkers are being used extensively in Los Angeles, where the show is being sponsored by Miles Labs (Wade Advertising), on KRCA-TV.

In addition to *The Saturday Evening Post's* push, the series is being promoted by Independent Television. The tv film producer-distributor is supplying to every sponsor and station carrying the series an extensive merchandising kit which includes slides, 26 star photos, newspaper mats and ads, announcements, posters, streamers, news stories and premiere promotions.

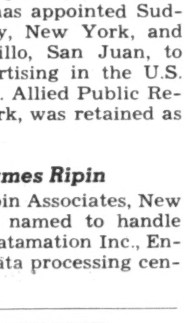
■ Among the multi-market sponsors of "Best of the *Post*" are Shamrock Oil & Gas Co. (McCormick Advertising Co.) for 11 southwestern markets, and Pacific Gas & Electric Co. (Batten, Barton, Durstine & Osborn) for eight cities in California. #

Sea-Land Service Names Three

Sea-Land Service Inc., Port Newark, N.J., operator of shipborne trailers, has appointed Sudler & Hennessey, New York, and Publicidad Badillo, San Juan, to handle its advertising in the U.S. and Puerto Rico. Allied Public Relations, New York, was retained as pr counsel.

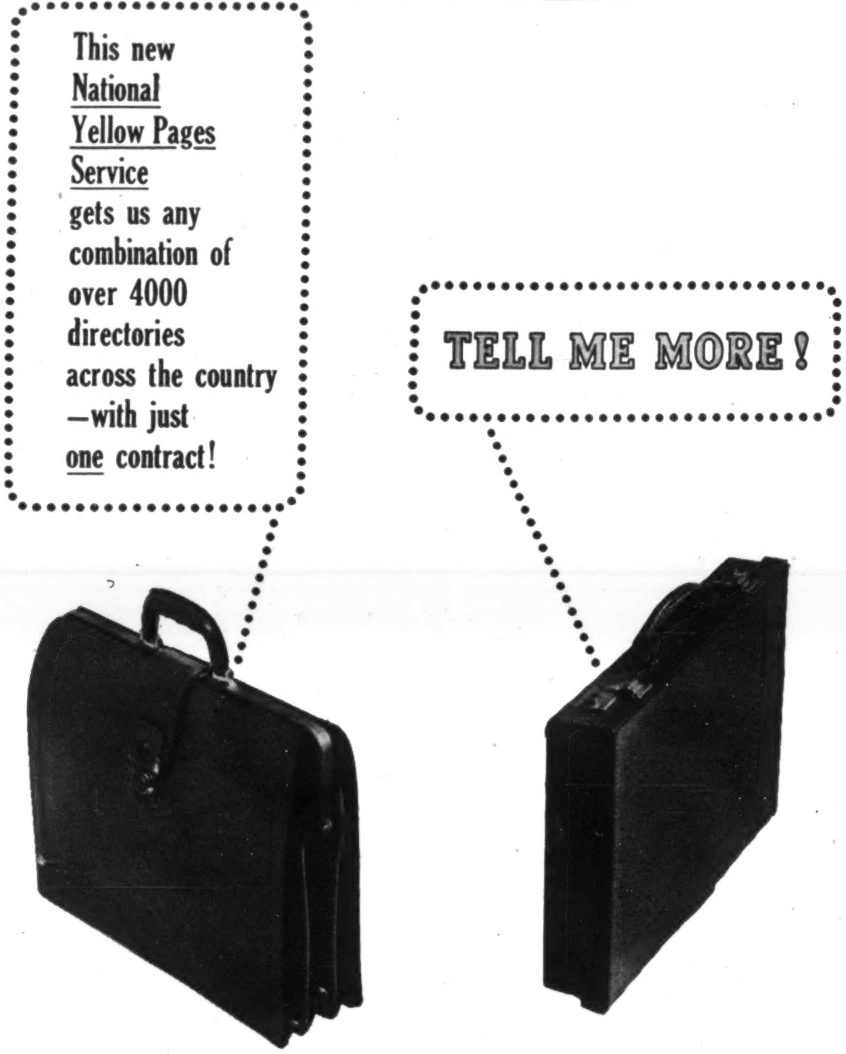
Datamation Names Ripin

Charles B. Ripin Associates, New York, has been named to handle the account of Datamation Inc., Englewood, N.J., data processing center.



ADVERTISEMENT

MARKET MAN? Join the many others who sell in the sweet Vermont market with just one order, one bill, one buy. With the Vermont Allied Dailies, your message is beamed over the area where 93.9% of Vermont's $570 million* buying power originates. Write TODAY for details. THE VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass.
*Sales Management figures.


This new National Yellow Pages Service gets us any combination of over 4000 directories across the country —with just one contract!
TELL ME MORE!

Media Dir.: More? Well, now we can buy exactly the right Yellow Pages directories to fit our clients' local marketing patterns.

Acct. Exec.: No waste?

Media Dir.: Nope. And the Yellow Pages people will help us determine directory coverage by markets. They'll furnish us with all the marketing data we need.

Acct. Exec.: You said just *one* contract?

Media Dir.: Right. Covers any and all directories we buy. Just one monthly bill, too.

Acct. Exec.: But what about the different competitive problems we have in our various markets?

Media Dir.: NYPS solves them — 'cause we can vary our space sizes and our message to meet competition.

Acct. Exec.: Okay, but can we really *sell* in the Yellow Pages?

Media Dir.: *Positively*. Tie right in with our national campaign. And of course we'd be getting to people when they're *ready* to *buy*.

Acct. Exec.: Good. Let's see a plan on it.

Media Dir.: They're typing it up right now!

ONE CONTACT / ONE CONTRACT / ONE MONTHLY BILL

NEW NATIONAL YELLOW PAGES SERVICE

For details contact your NYPS representative through your Bell Telephone office.

KNOTT'S
BERRY FARM
LARGE FAMILY SIZE
12 FL. OZ.
FRESH FROZEN
BOYSENBERRY JUICE

Knott's Berry makes it...LOOK sells it

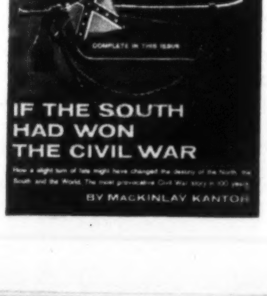
"Our exclusive campaign in LOOK spearheaded the opening of new markets throughout the West and was the key factor in the complete sell-out of our entire crop of Knott's Berry Farm Frozen Boysenberry Juice," reports George Drnek, Sales Manager of the California Frozen Juice Company.

With an exclusive series of ads in LOOK Magazones 5, 6 and 7, Knott's Berry Farm Frozen Boysenberry Juice was introduced to the entire area west of the Mississippi River this spring. Some markets were supplemented by a program of local radio and newspaper advertising.

"However, there were many key Western markets," points out Sales Manager George Drnek, "in which LOOK Magazine is, and has been, the only advertising medium used. In each case, our ability to gain widespread distribution, immediate consumer acceptance and complete sale of our entire stock of boysenberry juice is directly attributable to our LOOK campaign."

In the past five years, LOOK has gained more advertising revenue *and* more advertising pages *and* more circulation than any other magazine in its field. One reason for this vitality is LOOK's outstanding record in producing results. For **LOOK means sales.**

Let's get to the bottom of this


LOOK
STEVENSON ON LATIN AMERICA
COMPLETE IN THIS ISSUE
IF THE SOUTH HAD WON THE CIVIL WAR
BY MACKINLAY KANTOR

November Pages and Linage in Farm Publications

Current Figures for U. S. and Canadian Publications Reporting to Advertising Age

KEY: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

General Farm Publications

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Nov. 1960	Nov. 1959	Jan.-Nov. 1960	Jan.-Nov. 1959	Nov. 1960	Nov. 1959	Jan.-Nov. 1960	Jan.-Nov. 1959	Nov. 1960	Nov. 1959
American Agriculturist (sm)	25.5	27.9	339.8	362.2	18,542	20,293	247,304	263,673	16,364	18,053
§Arizona Farmer-Ranchman (bw)	46.5	53.3	628.5	632.1	35,126	40,316	475,182	477,928	33,095	39,153
Arkansas Farmer: (mon)										
#Delta Edition	9.3	10.8	183.8	183.1	7,056	8,178	139,005	138,461	6,457	7,566
#Western Edition	9.6	11.4	164.5	179.2	7,266	8,598	124,381	135,489	6,667	7,343
Average 2 Editions	9.5	11.1	174.2	181.2	7,161	8,388	131,693	136,975	6,562	7,776
†Business Farming (mon)	17.8	18.1	327.4	327.5	8,034	8,157	147,395	147,455	6,887	6,724
Colorado Rancher & Farmer (sm)	21.4	23.3	401.7	391.2	16,203	17,635	303,999	296,036	14,264	15,164
Dakota Farmer (sm)	25.1	32.9	546.4	709.0	19,717	25,814	428,396	555,884	17,989	24,144
Electricity on the Farm (mon)	10.6	12.1	103.1	103.5	3,660	4,182	35,590	35,727	——	——
Farm & Ranch—Southern Agriculturist: (mon)										
#Southeastern Edition	30.4	30.6	352.7	376.9	13,022	13,143	151,309	161,669	10,735	11,557
#Southwestern Edition	31.7	32.7	365.4	385.1	13,582	14,042	156,748	165,225	11,411	12,293
Average 2 Editions	30.9	31.5	357.7	380.1	13,240	13,493	153,427	163,056	10,998	11,844
Farm Journal: (mon)										
#Central Edition	82.7	108.2	925.4	967.7	35,460	46,399	397,003	415,124	33,431	44,661
#Eastern Edition	69.2	90.2	766.8	862.3	29,668	38,678	328,941	369,940	27,639	36,940
#Southeastern Edition	59.5	82.2	643.7	751.7	25,522	35,246	276,164	322,470	23,493	33,508
#Southwestern Edition	61.7	82.2	653.7	751.7	26,451	35,246	280,454	322,470	24,422	33,508
#Western Edition	71.0	93.8	797.4	917.2	30,455	40,252	342,088	393,482	28,426	38,514
Average 5 Editions	68.8	93.6	757.4	874.7	29,511	40,144	324,930	375,254	27,482	38,406
††Farm Quarterly (q)	92.5	94.8	391.9	390.3	42,635	43,798	180,958	180,319	179,915	179,857
The Farmer (sm)	57.9	68.5	906.8	985.1	45,430	53,726	710,934	772,341	39,885	46,880
**Farmer-Stockman: (mon)										
#Oklahoma Edition	25.9	23.1	336.6	344.7	19,657	17,580	245,793	254,555	16,963	15,124
#Texas Edition	22.5	16.3	313.9	288.9	17,066	12,394	238,792	210,069	14,752	10,002
Average 2 Editions	24.2	19.7	325.4	316.8	18,362	14,987	242,268	232,312	15,858	12,563
Georgia Farmer: (mon)										
#North Edition	6.1	6.1	131.9	111.5	4,629	4,639	99,724	84,320	4,132	4,209
#South Edition	6.5	6.1	154.8	125.9	4,899	4,639	117,038	95,181	4,402	4,209
Average 2 Editions	6.3	6.1	143.3	118.7	4,764	4,639	108,381	89,751	4,267	4,209
Indiana Farmer (mon)	11.6	10.7	164.5	154.1	9,072	8,390	129,001	120,843	7,543	5,941
Kansas Farmer (sm)	27.1	30.3	412.1	436.1	20,591	23,040	313,229	331,441	17,556	18,623
#Kentucky Farmer (mon)	12.0	12.1	190.4	218.6	9,451	9,481	149,276	171,402	8,286	8,128
Michigan Farmer (sm)	32.1	35.1	563.7	628.0	24,645	26,989	432,908	482,320	19,902	21,932
Mississippi Farmer: (mon)										
#Delta Edition	6.6	7.4	136.8	94.6	4,993	5,598	103,471	71,580	4,435	4,911
#Eastern Edition	7.2	6.4	116.4	87.5	5,413	4,842	87,994	66,179	4,855	4,155
Average 2 Editions	6.9	6.9	126.6	91.1	5,203	5,220	95,733	68,879	4,645	4,533
Missouri Ruralist (sm)	26.7	28.2	410.4	450.4	19,910	21,429	311,878	342,317	17,054	18,343
Montana Farmer-Stockman (sm)	37.3	39.9	623.6	643.8	28,154	30,153	471,471	486,692	22,309	20,906
Nebraska Farmer (sm)	64.8	71.4	925.7	1,006.0	49,019	54,022	700,043	761,552	38,330	42,780
New Mexico Farm & Ranch (mon)	20.9	17.5	224.8	174.2	15,806	13,220	170,250	131,684	15,694	13,094
Ohio Farmer (sm)	36.0	42.7	669.3	772.2	27,659	32,784	514,005	593,056	20,803	26,153
§Pacific Northwest Farm Quad: (sm)										
The Idaho Farmer	33.9	38.1	368.7	398.8	25,624	28,841	278,759	301,526	23,207	25,775
The Oregon Farmer	33.0	34.0	347.0	363.2	24,964	25,688	262,303	274,553	23,735	23,666
The Washington Farmer	36.8	33.3	366.5	370.9	23,783	25,159	277,148	280,422	22,517	23,104
The Utah Farmer	32.6	33.4	353.5	394.9	24,658	25,245	267,253	298,518	22,123	22,190
Prairie Farmer: (sm)										
#Illinois Edition	61.2	74.9	1,039.7	1,107.6	44,575	54,489	756,927	806,344	36,829	45,528
#Indiana Edition	60.1	74.1	994.8	1,057.9	43,757	53,947	724,299	770,215	36,011	44,986
Average 2 Editions	60.7	74.5	1,017.3	1,082.8	44,166	54,218	740,613	788,283	36,420	45,257
Progressive Farmer: (mon)										
#Carolina-Va. Edition	64.2	66.2	772.8	804.9	43,623	45,005	525,536	547,338	41,283	42,787
#Ga.-Ala.-Fla. Edition	66.9	68.3	777.9	801.9	45,474	46,466	528,982	545,316	43,074	43,994
#Ky.-Tenn.-W. Va. Edition	63.3	66.0	731.8	757.7	43,055	44,887	497,591	515,259	40,904	42,914
#Miss.-La.-Ark. Edition	64.4	64.4	724.1	767.7	43,772	43,815	492,406	522,069	41,459	41,721
#Texas Edition	63.7	65.4	748.1	795.2	43,277	44,478	508,734	540,764	40,909	41,907
Average 5 Editions	64.5	66.1	750.9	785.5	43,840	44,930	510,650	534,151	41,526	42,665
‡§Rural New-Yorker: (mon)										
New York-New England Edition	15.2	24.9	203.1	287.6	11,581	18,992	155,038	223,419	9,448	15,667
Penn-Jersey Farming Ed.	15.6	23.4	192.5	255.0	11,966	17,832	146,679	195,825	9,833	14,549
*Southern Planter: (mon)										
#Va., W. Va., Md., Del. Edition	15.3	12.7	245.0	207.8	10,730	8,875	171,610	145,420	10,374	8,227
#N. Car., S. Car., Ga. Ed.	12.3	——	207.7	——	8,625	——	145,361	——	8,269	——
Average 2 Editions	13.8	——	226.4	——	9,678	——	158,986	——	9,322	——
Successful Farming (mon)	59.1	75.9	771.6	862.2	26,590	34,156	347,215	388,008	25,963	33,641
#Tennessee Farmer & Homemaker (mon)	6.2	8.4	135.5	158.3	4,926	6,581	106,228	124,134	4,184	5,439
Wallaces' Farmer (sm)	70.6	93.1	994.6	1,136.2	55,317	72,984	779,715	890,788	46,988	57,242
Weekly Star Farmer: (w)										
Kansas Edition	18.8	22.0	151.2	173.1	46,211	54,189	372,729	426,522	31,689	38,964
Missouri Edition	22.0	24.5	158.9	188.4	53,993	60,391	391,306	464,419	36,666	42,926
Okla.-Ark. Edition	16.8	19.8	130.0	152.4	41,378	48,959	319,852	375,671	29,254	36,315
Average 3 Editions	19.2	22.1	146.7	171.3	47,194	54,513	361,296	422,204	32,536	39,402
Western Crops & Farm Management (mon)	17.6	16.8	242.8	212.1	7,549	7,203	104,194	91,549	7,549	7,203
Western Farm Life: (sm)										
#Regular Edition	16.4	22.3	203.0	235.3	12,875	17,795	159,446	184,796	8,410	11,751
#Eastern Edition	19.6	25.7	257.6	314.3	15,396	20,391	202,004	246,474	19,341	26,098
Average 2 Editions	18.0	24.0	230.3	274.9	14,135	19,093	180,725	215,635	9,670	13,049
Wisconsin Agriculturist (sm)	42.1	59.0	662.0	789.3	33,015	47,175	521,986	614,782	32,557	46,195
Total Group	1,019.5	1,153.8	14,008.4	14,790.5	708,812	804,775	9,858,876	10,512,967	720,885	779,914

#Not included in totals. §Not included in totals because November figures were unavailable as this issue went to press. October figures are shown. †Formerly New Jersey Farm & Garden. ††Effective May, 1960, Farm Quarterly published in February, May, August and November; cumulative figures shown are for August issue. ‡Became monthly publication effective with March, 1960 issue. *Regional editions first published January, 1960. **Changed from 428-line page to 760-line page February, 1959.

Newspaper-Distributed Farm Sections

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Nov. 1960	Nov. 1959	Jan.-Nov. 1960	Jan.-Nov. 1959	Nov. 1960	Nov. 1959	Jan.-Nov. 1960	Jan.-Nov. 1959	Nov. 1960	Nov. 1959
Iowa Farm & Home Register (mon)	11.9	9.4	179.9	193.1	11,888	9,439	180,741	193,250	11,381	9,222
Texas Ranch & Farm (mon)	5.8	8.3	131.2	144.7	5,796	8,330	131,250	144,744	4,970	6,832
Total Group	17.7	17.7	311.1	337.8	17,684	17,769	311,991	337,994	16,351	16,045

Farm Organizations & Education

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Nov. 1960	Nov. 1959	Jan.-Nov. 1960	Jan.-Nov. 1959	Nov. 1960	Nov. 1959	Jan.-Nov. 1960	Jan.-Nov. 1959	Nov. 1960	Nov. 1959
Agricultural Leaders' Digest (mon)	6.4	11.4	72.9	90.8	2,734	4,911	31,246	39,138	2,734	4,911
†Better Farming Methods: (mon)										
#Eastern Edition	12.3	33.5	205.4	127.5	5,281	14,369	88,133	54,708	5,281	14,369
#Central Edition	13.8	36.7	226.9	138.4	5,920	15,730	97,358	59,389	5,920	15,730
#Southern Edition	13.1	29.2	217.7	116.7	5,631	12,510	93,391	50,056	5,631	12,510
#Western Edition	12.3	29.3	205.2	116.8	5,281	12,566	88,043	50,126	5,281	12,566
Average 4 Editions	12.9	32.2	213.8	278.8	5,528	13,794	91,731	119,607	5,528	13,794
Cooperative Digest (mon)	10.2	13.3	80.6	88.4	4,284	5,565	33,852	37,130	4,284	5,565
County Agent & Vo-Ag Teacher (mon)	19.6	27.7	255.1	286.5	8,388	11,876	109,409	122,803	8,388	11,876
§Iowa Farm Bureau Spokesman (w)	44.3	45.8	519.5	510.9	44,967	46,487	528,719	518,162	42,920	44,230
#Michigan Farm News (mon)	2.9	1.7	25.7	24.1	6,712	4,242	59,776	56,633	6,328	3,850
Missouri Farmer (mon)	8.4	11.1	138.8	137.5	3,537	4,664	58,429	57,824	2,770	3,815
National 4-H News (mon)	11.4	14.8	198.8	196.1	4,807	6,202	84,538	82,365	4,807	6,202
Nation's Agriculture (mon)	5.3	14.3	55.0	87.4	2,380	6,414	24,748	39,314	——	——
Ohio Farm Bureau News (mon)	13.0	11.2	150.8	114.4	5,870	5,045	68,023	51,815	——	——
§Washington Grange News: (mon)										
#East Edition	12.4	8.1	136.3	138.2	13,482	8,795	147,886	150,296	13,174	8,508
#West Edition	12.8	7.4	135.6	131.2	13,902	8,075	147,126	142,450	13,594	7,788
Average 2 Editions	12.6	7.8	136.0	134.6	13,692	8,435	147,560	146,237	13,384	8,148
Total Group	99.8	143.8	1,301.8	1,414.5	51,220	66,906	649,536	696,233	41,895	54,311

#Not included in totals. §Not included in totals because November figures were unavailable as this issue went to press. October figures are shown. †Regional editions first published July, 1959.

Dairy & Livestock

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Nov. 1960	Nov. 1959	Jan.-Nov. 1960	Jan.-Nov. 1959	Nov. 1960	Nov. 1959	Jan.-Nov. 1960	Jan.-Nov. 1959	Nov. 1960	Nov. 1959
Breeder's Gazette: (mon)										
#National Edition	19.9	21.8	213.3	196.9	8,549	9,353	91,544	84,484	3,956	6,238
#Regional #1 Edition	19.9	——	219.9	——	8,549	——	94,339	——	3,956	——
Average 2 Editions	19.9	——	216.6	——	8,549	——	92,942	——	3,956	——
The Cattleman (mon)	105.2	108.9	1,066.8	1,071.0	43,944	45,724	447,940	449,750	12,824	15,064
‡*Corn Belt Farm Dailies: (d)										
Chicago Daily Drovers Journal	42.1	55.5	310.5	358.5	90,820	119,649	669,361	766,008	45,480	59,525
Kansas City Daily Drovers Telegram	48.4	55.9	287.3	350.8	104,356	120,586	619,366	749,198	64,153	71,123
Omaha Daily Journal-Stockman	49.3	67.1	353.5	402.5	106,201	144,619	762,217	860,055	60,641	80,198
St. Louis Daily Livestock Reporter	28.0	40.0	235.1	277.7	60,408	86,323	506,904	593,065	39,164	52,308
Dairymen's League News (bw)	32.0	35.5	146.7	177.2	23,331	25,855	106,789	129,001	22,687	25,178
Florida Cattleman (mon)	64.0	65.8	795.8	809.9	26,900	27,654	334,255	336,149	12,864	15,368
Hoard's Dairyman (sm)	48.6	53.9	672.1	683.8	35,396	39,257	489,305	497,824	29,302	32,644
Livestock Breeder Journal (mon)	70.0	67.6	786.1	764.4	29,708	28,392	333,774	324,715	4,044	4,522
National Hog Farmer (mon)	19.4	20.1	253.6	223.6	19,694	20,401	257,409	226,954	19,130	19,610
National Live Stock Producer (mon)	16.1	14.5	197.7	189.1	11,717	10,613	145,658	140,399	11,144	9,728
Western Dairy Journal (mon)	28.0	35.5	413.3	494.1	12,010	15,269	177,197	212,005	9,140	8,773
Western Livestock Journal: (mon)										
Mts. & Plains Edition	56.5	81.2	772.7	777.5	24,222	34,804	331,347	333,546	9,221	10,881
Pacific Slope Edition	73.4	76.8	1,052.7	1,068.6	31,511	32,984	451,631	458,499	13,465	15,769
§Western Livestock Reporter (w)	32.5	51.7	306.6	335.4	43,680	69,485	412,041	445,849	24,745	7,658
Total Group	700.9	778.3	7,560.5	7,648.7	628,767	752,130	5,726,095	6,077,168	357,415	420,691

#Not included in totals. §Not included in totals because November figures were unavailable as this issue went to press. October figures are shown. *Changed from 2,128-line page to 2,156-line page September, 1959. ‡Twenty-two issues November, 1960; twenty-three issues, November, 1959.

Poultry

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Nov. 1960	Nov. 1959	Jan.-Nov. 1960	Jan.-Nov. 1959	Nov. 1960	Nov. 1959	Jan.-Nov. 1960	Jan.-Nov. 1959	Nov. 1960	Nov. 1959
American Poultry Journal: (mon)										
#Egg Producer Eastern Edition	12.3	16.2	152.5	194.8	5,280	6,957	65,455	83,568	2,787	3,590
#Egg Producer Midwest Edition	12.7	17.4	170.0	210.4	5,455	7,464	72,945	90,289	3,535	4,529
#Egg Producer Southern Edition	13.8	19.6	175.3	222.9	5,930	8,424	75,211	95,645	3,437	4,268
#Egg Producer Pacific Edition	11.9	18.6	169.9	220.5	5,114	7,972	72,895	94,600	2,232	4,245
#Broiler Producer Edition	11.7	10.1	90.9	137.9	5,039	4,353	38,996	59,158	5,039	4,353
#Turkey Producer Edition	10.6	9.3	116.1	125.9	4,554	3,982	49,803	54,041	3,313	2,918
Average 6 Editions	12.2	15.2	145.8	185.4	5,229	6,525	62,551	79,550	3,391	3,984
‡Broiler Business (mon)	25.3	27.5	299.2	359.3	10,851	11,800	128,336	154,129	7,924	8,997
Broiler Industry (mon)	33.4	26.3	338.2	289.0	15,032	11,850	152,232	130,075	12,557	8,700
Everybody's Poultry Magazine (mon)	19.8	26.6	217.2	321.5	8,507	11,430	93,219	138,011	5,182	7,209
The Poultryman: (w)										
Dixie Edition	12.1	14.9	140.4	151.4	13,117	16,255	152,284	164,395	4,514	7,049
National Edition	11.6	14.9	127.5	144.9	12,592	16,213	138,418	157,240	4,514	7,049
New England Edition	15.8	18.7	172.1	188.0	17,201	20,347	186,801	204,031	7,002	8,719
New Jersey Edition	15.8	24.1	186.8	235.5	17,220	26,187	202,709	255,623	7,707	15,325
Poultry Tribune: (mon)										
#Eastern Edition	31.7	45.2	383.5	426.2	13,600	19,412	164,516	182,849	9,209	13,058
#Midwest Edition	34.0	46.0	386.4	420.8	14,575	19,738	165,782	180,506	10,467	13,295
#Pacific Edition	41.7	48.6	484.2	517.8	17,890	20,868	207,707	222,156	11,253	13,741
#Southeast Edition	37.4	52.3	436.2	480.8	16,042	22,416	187,134	206,255	11,356	15,015
#Southwest Edition	32.9	48.9	379.2	431.5	14,122	20,968	162,676	185,109	9,871	13,983
Average 5 Editions	35.5	48.2	413.9	455.4	15,246	20,680	177,562	195,373	10,431	13,818
††Turkey World: (mon)										
#Central Edition	34.7	——	429.4	——	14,866	——	184,210	——	7,563	——
#Eastern Edition	33.8	——	421.6	——	14,496	——	180,855	——	7,451	——
#Western Edition	35.5	——	427.3	——	15,214	——	183,316	——	7,880	——
Average 3 Editions	34.6	36.7	426.1	485.5	14,859	15,754	182,795	208,288	7,631	7,029
Total Group	216.1	253.1	2,467.2	2,815.9	129,854	157,041	1,476,907	1,686,715	70,853	87,879

#Not included in totals. ‡Formerly Broiler Growing. ††Regional editions first published December, 1959. **Four issues November, 1960; five issues November, 1959.

Fruit & Vegetable

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Nov. 1960	Nov. 1959	Jan.-Nov. 1960	Jan.-Nov. 1959	Nov. 1960	Nov. 1959	Jan.-Nov. 1960	Jan.-Nov. 1959	Nov. 1960	Nov. 1959
American Fruit Grower (mon)	15.1	15.6	328.1	307.2	6,536	6,728	141,754	132,696	6,115	6,345
American Vegetable Grower (mon)	15.9	20.0	227.5	317.5	6,874	8,620	118,888	137,181	6,632	8,381
California Citrograph (mon)	23.3	22.8	249.3	232.4	15,638	15,316	167,422	156,186	15,344	15,036
Florida Grower & Rancher (mon)	23.5	23.8	274.7	283.9	15,966	16,194	186,897	193,092	14,706	14,944
Western Fruit Grower (mon)	28.5	20.3	304.2	291.2	11,970	8,526	127,764	122,304	——	——
Total Group	106.3	102.5	1,383.8	1,432.2	56,984	55,384	742,725	741,159	42,787	44,706

Glamorene Inc. Denies FTC Misrepresentation Charge

Glamorene Inc., Clifton, N.J., has denied Federal Trade Commission charges of misrepresenting the cleaning abilities and qualities of its rug shampoo and Glamorene Rug Shampoo'er applicator.

The company contends that the advertising cited by the FTC was taken out of context. The complaint alleged the ads falsely implied that the products are as effective as professional rug cleaning and will clean by merely spreading the shampoo.

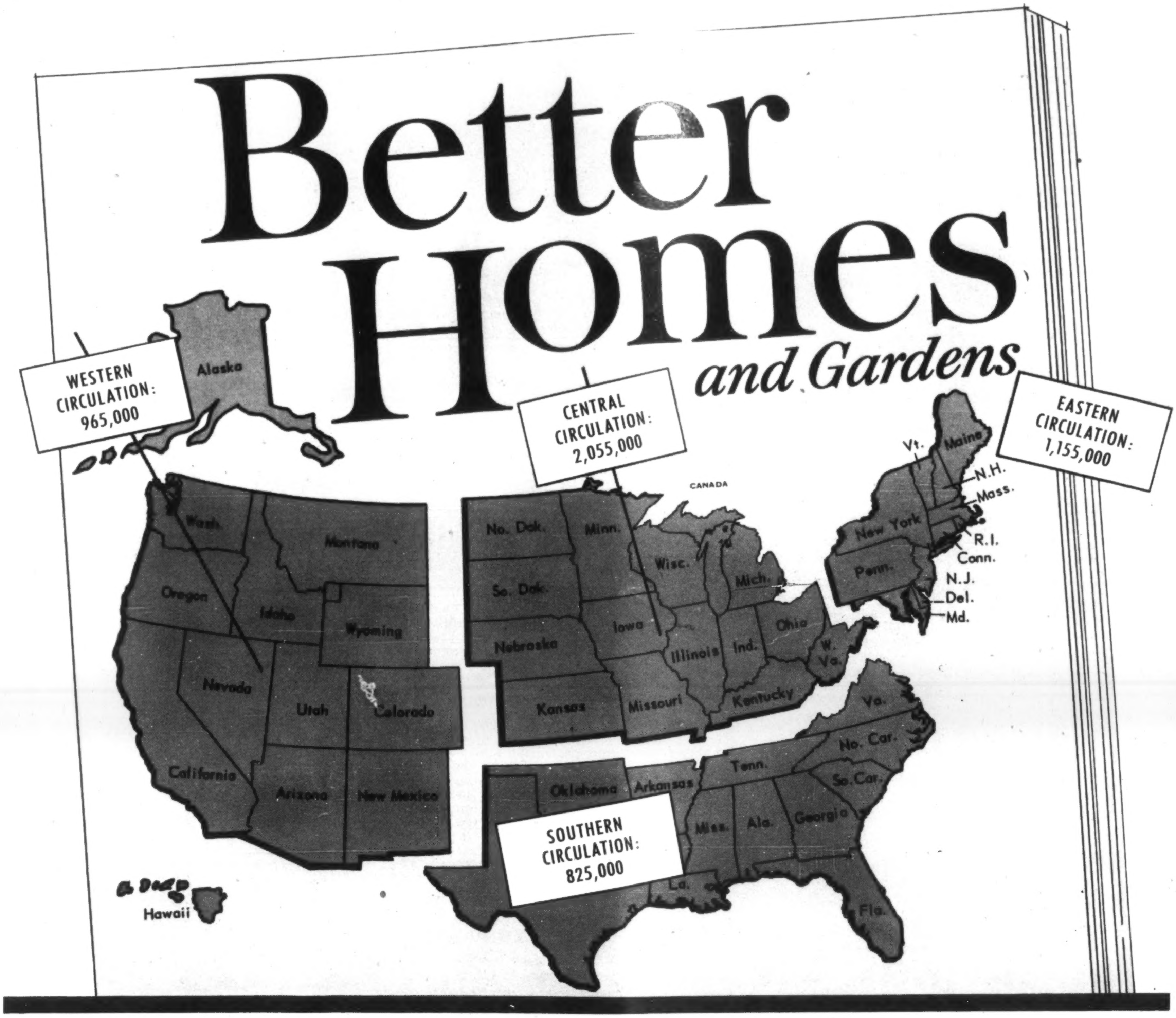
Parker Sets Record Drive

Parker Bros. Inc. reports it will have the most intensive advertising program in its history this Christmas period. The schedule includes newspapers, Sunday supplements, adult magazines, juvenile, farm and scouting publications and radio and television spots in 43 markets. Sixteen Parker games will be highlighted. Badger & Browning & Parcher, Boston, is the agency.

Keyes, Madden Advances 2

Dick Stern, previously vp in charge of the Miami office of Keyes, Madden & Jones, has been named the agency's vp in charge of southeastern operations. He will be at the agency's main office in Chicago. John W. Wood, a former Grant Advertising vp, succeeds Mr. Stern in Miami as vp and manager of the office.

YOU CAN...with Better [illegible]es and Gardens...reach the "Idea Families" WHEN A[illegible] WHERE YOU WANT!


Better Homes and Gardens
WESTERN CIRCULATION: 965,000
CENTRAL CIRCULATION: 2,055,000
EASTERN CIRCULATION: 1,155,000
SOUTHERN CIRCULATION: 825,000
Alaska
Hawaii
CANADA
Wash.
Oregon
California
Nevada
Idaho
Montana
Wyoming
Utah
Colorado
Arizona
New Mexico
No. Dak.
So. Dak.
Nebraska
Kansas
Minn.
Iowa
Missouri
Wisc.
Illinois
Mich.
Ind.
Ohio
Kentucky
W. Va.
Vt.
Maine
N.H.
Mass.
New York
R.I.
Conn.
Penn.
N.J.
Del.
Md.
Va.
No. Car.
So. Car.
Tenn.
Oklahoma
Arkansas
Miss.
Ala.
Georgia
La.
Fla.

Every issue available for every region...
No-waiting, guaranteed-insertion basis

Now in The Family Idea Magazine—where America shops for ideas that make sales—advertisers can pinpoint messages even better than ever before.

With the addition of two new regional editions — Central and Eastern, BH&G allows you to select standard areas in any part of the country *any* time you want them . . . for talking sectional interests and sectional needs. And you have the advantages of national magazine atmosphere, reproduction and service editorial environment. Each issue will be the complete national edition plus a section for regional advertising *and* editorial material.

No other magazine provides the advertiser with the combination of bigness, selectivity and economy in reaching people looking for ideas for a better home and a better way to raise a family. BH&G's famous idea power is built into every issue—the power that turns ideas into sales. Here's power for advertisers who want to hit the whole nation at once or just a section of it.

The 4 regional editions give advertisers a choice of 14 combinations. For details, call your nearest BH&G office, or write Better Homes and Gardens, Des Moines 3, Iowa.

MEREDITH OF DES MOINES...America's biggest publisher of ideas for today's living and tomorrow's plans

U. S. Marketing Men Are 'Amateurs' in Eyes of Red Counterparts: O'Dell

'Consumer Be Damned' Attitude Reported by Recent Visitor

CHICAGO, Nov. 22—"You American marketing men are amateurs, compared to us Russians. Why do you want to find out what consumers want? What can a plumber tell you about what he needs, what's good for him? What does he know? Here, *we* tell him."

That's the Soviet attitude on marketing research, expressed by a high Soviet planning official to William O'Dell, president of the American Marketing Assn., during his visit to the U.S.S.R.

Contempt for the consumer and ridicule of the consumer-oriented American approach to marketing became especially apparent when his hosts at Gosplan, the Soviet super-planning agency, and the Russian Trade Ministry were under the influence of vodka, the universal "truth serum," Mr. O'Dell told the Chicago chapter of the AMA last week.

There is only one advertising "agency" in the U.S.S.R., Mr. O'Dell said. It is actually only a production department, doing layout, copy and media work but lacking a voice in more crucial matters.

■ The important market management decisions are made by officials in Gosplan and the ministries of trade, who determine the allocation of resources and manpower to the military, industrial and consumer sectors of the Soviet economy. Consumer goods are still at the end of the list, the AMA president said.

Here are some observations Mr. O'Dell made during his nine-day visit to Soviet cities earlier this year:

- Advertising serves chiefly as a means of announcing the availability of goods. Atlantic herring, for example, was advertised because the catch was bigger than planned, and the surplus had to be disposed of.
- The most common medium is outdoor.
- Some top marketing men receive salaries equal to $50,000, but money is not the incentive it is in the U. S., because in Russia it cannot be used as freely to buy goods.
- The most effective reward, for market officials and others alike, is better housing. A top-level market administrator, for example, was rewarded by the allocation of living quarters where only two families shared the essential facilities. It was a big improvement over the previous accommodation, where they were shared by six families.
- Product quality is extremely poor (Americans "would not even consider" buying anything so shoddy) but the docile, unsophisticated Soviet consumers, for whom standing in line is a part of life, are "elated" when goods are available and buy what they can afford without apparent complaint.
- Soviet stores are so arranged that to buy a pair of shoes, one must stand consecutively in three separate lines.
- Because consumers are willing to accept "almost anything," product innovation is deemed unnecessary.
- Consumer attitudes in the Soviet Union today recall the extremely drab conditions that prevailed in defeated Germany in 1946.
- With all marketing decisions in the hands of a small group, opportunities for aspiring marketing researchers in the U.S.S.R. are "minute."
- Mr. O'Dell said that the Soviet economic threat to the U. S. will be determined to a large extent by the Russians' success or failure in solving the consumer problem. The AMA president, who also heads Market Facts, Chicago, stressed that Soviet consumers, lacking any other frame of reference than their own experience, demand far less than their western counterparts.

According to Mr. O'Dell, that's one of the reasons the Soviet government, which owns and runs all business in the country, can export goods sorely needed at home. It does this to secure capital for further industrial expansion, he said.

To compete with the Soviet threat, Americans must make the best possible use of marketing research, according to Mr. O'Dell, who defined marketing management as the function of business that allocates the marketing dollar. Progress in this sphere is badly needed, he said.

■ Art Lowenthal, head of Artell Advertising, Chicago, founded in Germany as Artell Reklame in 1931, suggested that Mr. O'Dell in Moscow may have been talking to disciples of Josef Goebbels. The former German agency man said market policies under Hitler—guns or butter, assent or concentration camp—were identical to those reported from Russia by Mr. O'Dell. #

Campbell Sparnon Smith Lambe Williams

INTERLUDE—*Sharing impressions of the Washington regional meeting of the National Assn. of Broadcasters are Don P. Campbell, assistant manager, WMAR-TV, Baltimore; Ken Sparnon, eastern regional director of station relations, BMI, New York; R. H. Smith, president and general manager, WCYB, Bristol, Va., radio and tv outlet; Robert M. Lambe, president and general manager, WTAR, Norfolk, Va., radio and tv outlet; and David W. Williams, eastern manager of affiliate relations, CBS-TV, New York.*

Paul Laidley Co. Opens

Paul Laidley Jr. has opened Paul Laidley Co., magazine representative, with offices at 1 Hermit Lane, Westport, Conn. Mr. Laidley was formerly eastern advertising manager of *Christian Herald* and *Protestant Church Buildings & Equipment.*

Bendix Names McGuckin

William J. McGuckin, advertising manager, Bendix Computer division, Bendix Corp., Los Angeles, has been appointed advertising and public relations manager of the division. Mr. McGuckin joined the division in 1956.

ADVERTISEMENT

4-SEASON RECREATION BUSINESS helps make and keep Vermont a Sweet Market. Just one order. one bill, one buy, home-delivers your message in the 6 key dailies which blanket the area where 93.9% of Vermont's $570 million* buying power originates. For details, write: THE VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass.

*Sales Management figures.

Consumer to Keep Purse Shut Till Spring: 'Newsweek'

NEW YORK, Nov. 22—U. S. consumers plan to keep a tight hold on their purse strings over the next six months, according to *Newsweek's* latest survey on consumer buying plans.

In its Nov. 21 issue, the magazine reports that buying intentions of consumers are generally conservative through the spring months of 1961.

According to the survey, based on a Sindlinger & Co. check of 1,200 households in the U. S., most consumers plan to loosen their grip only for purchase of new cars, older houses and kitchen ranges.

■ When compared to a similar study done a year ago, *Newsweek* reported a 6% increase in buying intentions for new cars; a 1% increase for used homes and a 15% gain for new kitchen ranges.

On the other hand, there was a 16% decline in plans to purchase used cars; a 3% drop for new furniture; a 24% decrease for new houses; a 12% dip for new tv sets; and a 25% decline for new washing machines. Buying intentions for dishwashers and refrigerators were each down 2% from last year. #

Clinton Names Witten

Laurence Witten, formerly vp in charge of marketing with Walter LaFrance Truck Co., Elmira, N.Y., has been named ad manager of Clinton Engines Corp., Clinton, Mich. He will be headquartered in New York.

Caldwell, Cantrell Named VPs

Greenhaw & Rush, Memphis, has appointed W. P. Caldwell and Charles M. Cantrell vps. Mr. Caldwell joined the agency in 1953 and was named account executive four years ago. Mr. Cantrell joined the agency in 1950 as art director.

WHYN to Foster & Creed

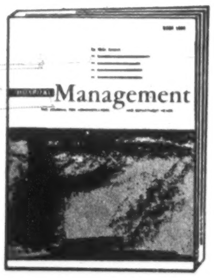
WHYN and WHYN-TV, Springfield, Mass., have appointed Foster & Creed, Boston, to succeed Eckels & Co. as New England sales representative.

Plymouth Names Lewis

Plymouth Homes, Newark, N.J., builder of shell and custom-built homes, has switched its account from Riedl & Freede, Newark, to Lewis Advertising, Newark.

STOP PLAYING THE "NUMBERS GAME"

The sophisticated media buyer knows that circulation figures alone . . . while they may be large and impressive . . . are not enough. That is especially true in the hospital field. Of the 4 books in the field, one stands head and shoulders above the rest for its ACTIVE AUDIENCE that reads and reacts to the news and thought-provoking information and articles. One alone is the day-to-day work book of busy hospital administrators, purchasing agents and department heads. One alone is edited by the internationally renowned and provocative Dr. Charles U. Letourneau. One alone produces sales results for advertisers far in excess of the modest investment. That one is HOSPITAL MANAGEMENT. Let our representative show you why!



HOSPITAL Management
THE JOURNAL FOR ADMINISTRATORS AND DEPARTMENT HEADS
A Clissold Publication ABC ABP

105 W. ADAMS ST. • CHICAGO 3, ILLINOIS • ANdover 3-1800

NEW YORK 36
500 Fifth Avenue
LO 4-2233

WASHINGTON 4, D. C.
1319 F Street, N.W.
ME 8-6707

LOS ANGELES 57
The Maurice A. Kimball Co., Inc.
2550 Beverly Blvd. • DU 8-6178

SAN FRANCISCO 5
The Maurice A. Kimball Co., Inc.
681 Market Street • EX 2-3365

3 BILLION BOARD FEET OF LUMBER SAY IT!

Detroit and Michigan Lead the Way

During the past decade, an estimated three billion board feet of lumber were used to build some 300,000 dwelling units needed to house Detroit's bursting suburban population.

Detroit's suburbs in Wayne, Oakland and Macomb counties grew to 604,000 families—a gain of 74%!

Michigan led the entire Midwest with an overall population gain of 22.3%!

None of this could have happened without a healthy, vigorous industrial climate to support it.

Our own award-winning newspaper also benefited. Free Press suburban growth more than kept pace. In fact, the Free Press continues to gain at such a robust rate it leads all Michigan daily newspapers in circulation gains, as well as daily circulation—now an eye-opening 500,220*. Sunday circulation is 530,221!

The Free Press invites inquiries about the vigorous business climate of our great industrial state.

**ABC Publisher's Interim Statement for the three months ending June 30, 1960.*

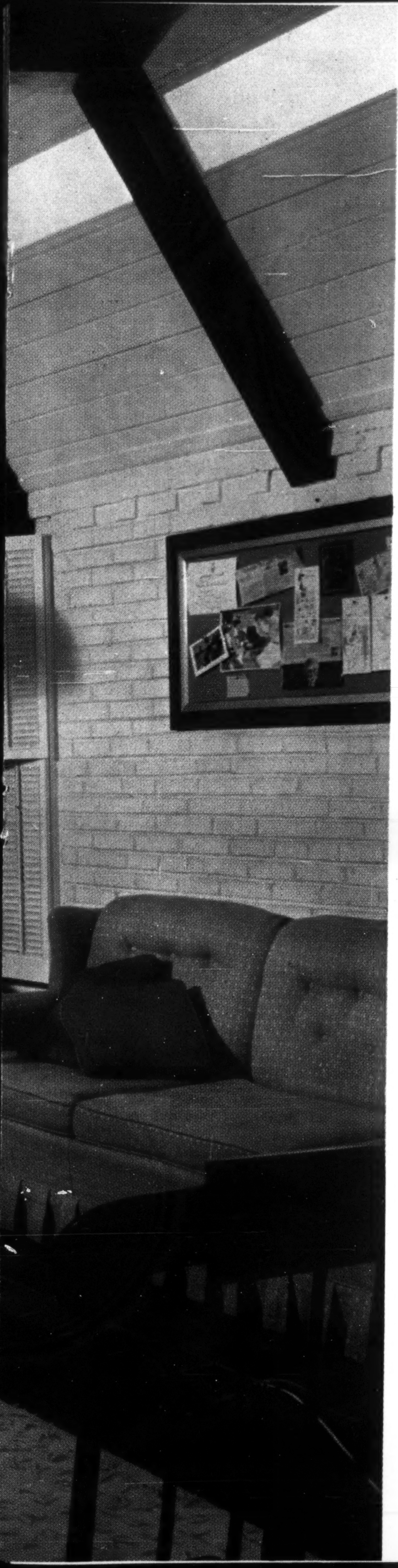
The Detroit Free Press

Michigan's *Only* Morning Newspaper

National Representatives: Story, Brooks & Finley

THE NO. 1 NEWSPAPER • IN MICHIGAN •

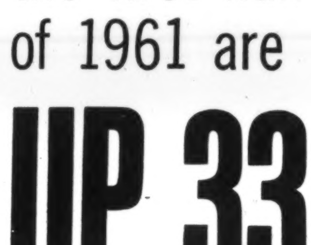
1 newspaper at 1 low cost provides basic coverage of METROPOLITAN MICHIGAN . . . delivers the Detroit Retail Trading Area . . . PLUS Michigan's Standard Metropolitan Statistical Areas!



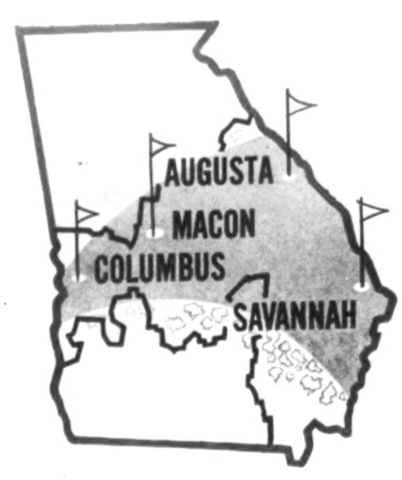
A roomful of reasons why ad orders for the first half of 1961 are

UP 33%

Take this picture, for example. It's typical of the brilliant new photography, the dazzling color, the superb reproduction you'll find in issue after issue, page after page of the new American Home. Take editorial coverage, for another. The new American Home goes into more provocative subjects – and goes into them deeper – than any other home service magazine ever has before. A greater share of American Home's pages are devoted to decorating, building, remodeling and meal planning than any other mass magazine. And no "ivory-tower" editing in this book. The ideas are practical, usable–keyed to the needs and tastes of today's suburbanites. And why shouldn't they be? American Home's editors know firsthand the problems of their readers – they're young, active suburbanites themselves. As a matter of fact they're the youngest editorial staff in the business. Their enthusiasm is matched only by the people who run out to buy this magazine at the newsstands. And there are more and more of them lately. American Home is growing faster on newsstands than almost any other big magazine. ☐ These are some of the reasons why American Home has 33% more advertising rs in the house for the first half of '61 than at this last year. There are lots more. Your American Home representative is anxious to tell you about them.



s magazine read by 12,000,000 men and with a consuming interest in the home



Play this $2 billion fairway with the Georgia Group

Win Georgia's great $2 billion market with the bigger, more powerful Georgia Group . . . the Augusta, Columbus, Macon and Savannah newspapers. Now 84 counties big, the Georgia Group market has a total population of 1.7 million . . . half the state of growing Georgia! This winning foursome is a package buy. It's one order, one bill, one check . . . and savings of 13% on 10,000 lines or more. Call your Branham man for details.

THE Georgia Group

AUGUSTA *Chronicle and Herald* **COLUMBUS** *Ledger and Enquirer* **MACON** *Telegraph and News* **SAVANNAH** *News and Press*
Represented nationally by **THE BRANHAM COMPANY**

Elizabeth Stewart Swimwear, David Olen Agency Part

Elizabeth Stewart Swimwear, Bel Gardens, Cal., has terminated its client-agency relationship with David Olen Advertising, Los Angeles. Bob Beck, president, said no successor agency has been chosen. John Paley, who resigned from Olen as supervisor on the Stewart account several months ago, has been retained by the swimwear company to direct advertising and creative activities. The company has not had an advertising director before.

Chocks Goes National

Chocks, a chewable vitamin for children made by Miles Products division of Miles Laboratories, has gone national, after a two-year test, via spot tv on 147 stations in 100 markets and "small but frequent" ads in *Parents' Magazine*. The tv messages are aimed at children. Wade Advertising, Chicago, is the agency.

Revson Brothers Settle Suit; Charles Pays Martin $300,000

NEW YORK, Nov. 22—The litigation between the Revson brothers has been settled out of court and a personal payment believed to approach $300,000 has been made by Charles to Martin.

Revlon Inc. said last week that the two suits filed by Martin, former exec vp, in December, 1959, and July, 1960, have been "discontinued to the satisfaction of all parties concerned." Martin added: "The terms of payment reached between my brother and me for the settlement of my suits against Revlon Inc. and Charles Revson are confidential and do not involve Revlon Inc."

While the cosmetics company which Charles heads was not involved, it was reliably understood that the personal settlement was about $300,000.

■ Martin, who quit the company in 1958, originally sued his older brother and the company for $601,000, charging fraud in the stock purchasing agreement under which he sold his Revlon shares. He said he was fraudulently induced to discount 100,000 shares of Revlon at $3 a share while exchanging it for Schering Corp. stock, then owned by Revlon, in the belief that the market price of Schering would increase substantially more than the Revlon shares. This did not occur.

Martin sued for the $3 per share differential plus the then current market price of Revlon.

The litigation was bitter as Martin accused his brother of mistreating, abusing and humiliating top executives to the point where he (Martin) decided to quit. In papers filed last July, Martin sought to examine expense accounts and other Revlon financial activities, and in turn was charged by Revlon with having an "ulterior purpose" in his requests. #

Lynn Leaves Chesebrough

Andrew (Adam) Lynn has resigned from Chesebrough-Pond's Inc., New York, to devote his time to his "many outside interests." A vp and director, he was in charge of domestic marketing for the last three years. Formerly he was sales vp of Revlon Inc. Mr. Lynn's post will not be filled, and his duties will be divided among the advertising, marketing and other departments.

Airtemp Promotes Kirby

Thomas W. Kirby has been named vp of marketing of Airtemp division of Chrysler Corp., Dayton. He has been special markets manager since joining Airtemp in April. The post of vp-marketing replaces that of vp-sales.

VERIFAX COPIER
Kodak

NO IF'S... AND'S... or BUT'S –
Verifax copies anything you write with!

Makes no difference if you write with ball point or fountain pen, pencil or crayon—a Verifax Copier takes all kinds of writing, typing, and printing in stride. Gives you 5 dry, easy-to-read copies in 1 minute for 2½¢ each . . . copies which are as accurate and long-lasting as the original.

See how Kodak's $99.50 Verifax Bantam Copier outperforms other makes of copiers costing up to 4 times as much. Phone local Verifax Dealer (see "Yellow Pages" under duplicating or photocopying machines), or write Eastman Kodak Company, Business Photo Methods Division, Rochester 4, N. Y.

Prices quoted are manufacturer's suggested prices and subject to change without notice.

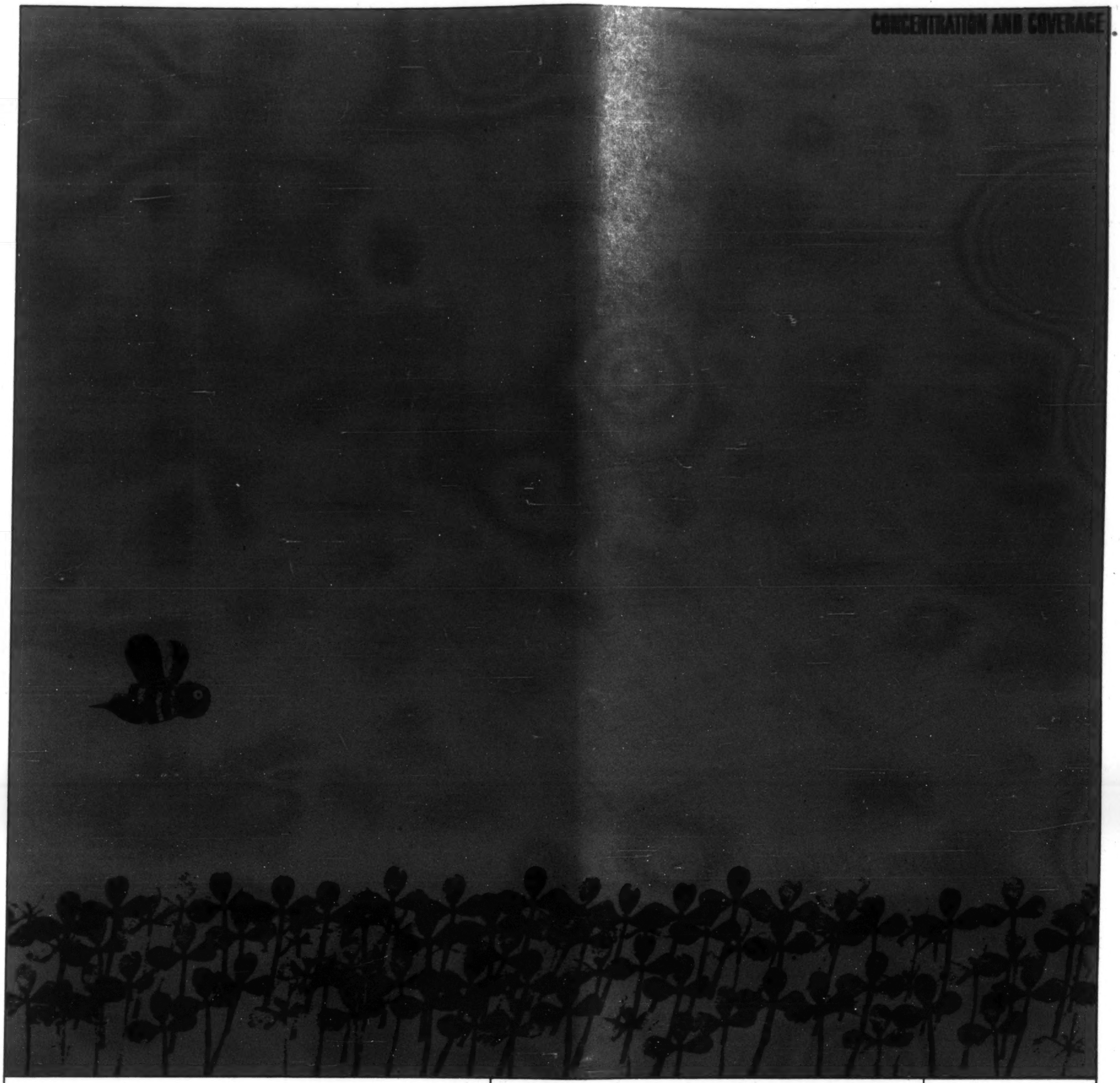
VERIFAX BANTAM COPIER
shown above
$99.50 Other models to $425

Kodak TRADEMARK

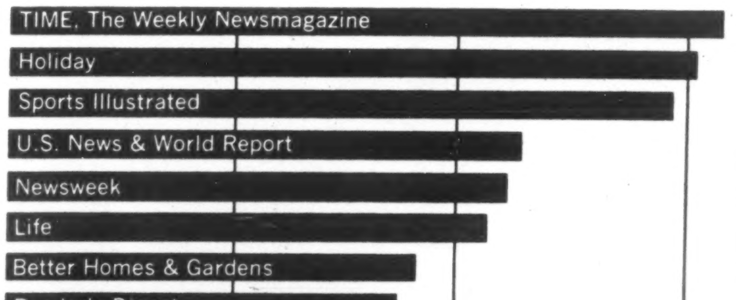
Verifax Copying DOES MORE . . . COSTS LESS . . . MISSES NOTHING

ADVERTISEMENT

DIVERSIFIED INDUSTRIES help make, and keep Vermont a Sweet Market. This easy, economical way to sell the state is with just one order, one bill, one buy—the VERMONT ALLIED DAILIES, a 6-newspaper group that blankets the area where 93.9% of the state's $570 million* buying power originates. For details, write: VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass.
*Sales Management figures.



Percent of total circulation in 150 important suburbs



Source: latest available publishers' reports—TIME (3/23/59) • Holiday (March 1957) • Life (10/26/59) • Sports Illustrated (3/2/59) • U.S. News & World Report (3/28/58) • Reader's Digest (April 1959) • Newsweek (3/23/59) • Look (3/18/58) • Better Homes & Gardens (April 1959) • Saturday Evening Post (3/14/59)

IN THE EXECUTIVE SUBURBS

"The clover is thickest," as they say, in America's executive suburbs—where so many successful families congregate. **In 150 important U.S. residential suburbs, TIME concentrates more of its circulation than does any other magazine of a half million or more circulation.** Just one more example of how TIME gives you concentration and coverage—of America's most important customers.

THAT'S

TIME

Unusual Offering

FILM or PHOTO STUDIO SPACE

For Rent

Near North Side
56 E. Superior St.

8,325 Sq. Ft.

- Ground Floor
- Offices and 15 ft. Ceiling Studio
- Private Truck Entrance
- Sprinklered

Also Upper Floor Space 5,000 Sq. Ft. and up.

Call Mr. Krueger

BROWNE & STORCH, INC.
919 N. Michigan Ave.
Chicago 11, Ill.
Tel.: WHitehall 4-7373

Text of Questionnaire . . .

Ansco Decision Due in December

New York, Nov. 22—Ansco division of General Aniline & Film Corp. has confirmed a news flash in the Nov. 14 issue of Advertising Age, reporting that the company was choosing from among nine agencies a successor to Benton & Bowles, which resigned the account last month.

Decision on the new agency or agencies is expected to be made early in December, the company said.

Agencies interested in the Ansco division's account were asked to reply to a ten-part questionnaire. Here is the text:

Ansco Division
General Aniline & Film Corp.

"It would be helpful to us to have your answers to the following questions. Bear in mind they are not intended to be all-inclusive and you are welcome to submit supplemental data for our information.

General

1. What is the name of your agency and its headquarters address?

2. Do you have other branches? If so, where are they located? Do they offer complete agency service or are they only for contact purpose?

3. If you do not have branches, are you affiliated with any agency network or group affording you representation in key marketing areas?

Accounts

4. How many active accounts do you have, who are they, which of their products do you handle and how long have you held each account?

5. List the accounts you have lost in the past five years, and indicate why.

Billings

6. What was your total billing for 1959 and your estimated billing for 1960? How does your billing break down by media (consumer, trade)? In consumer media, what proportion is in print, broadcast? What is your billing in sales promotional, research and marketing services?

7. How long have you been in business? What has been your growth in billing, accounts, personnel?

8. What is your smallest billing for an account—the largest? What is the average billing?

9. Where would you place our account in order of importance (upper third, middle third, lower third)?

Related Product Experience

10. What experience does your agency have in the photographic supplies and equipment field? Please list any accounts you may have in this or related fields.

11. What specialized experience do you have that you feel would be valuable in servicing our account? Would the personnel with this experience work on our account?

Organisation

12. Who are the principals of your agency? Do employes participate in ownership and profits?

13. How many employes are in your agency—how many on account contact, copy, art, research, marketing, merchandising, etc?

14. Please submit an organization chart.

Operating Setup

15. Do you operate on a plans board or service group basis for planning basic strategy? Explain.

16. How do you staff your client contact function? Do you have copy-contact men? How many accounts do your supervisors administer on the average?

Personnel

17. Who would be the people working on our account—contact, copy, art, etc? What are their backgrounds and why do you consider them especially qualified for this account? What other accounts would they handle, and what percentage of their time would be applied to our account? How many contact men would you assign our account? Who would be the executive in charge?

18. Please furnish brief background sketch of all key personnel who would service our account.

Services

19. List collateral services normally furnished by your agency.

Compensation

20. What form of compensation would you use on our account? Commissions, fees? Do you have a cost accounting system that may be reviewed by client periodically? What is the general outline of your contract—Standard Four A's, other?

Miscellaneous

21. How much of your time is devoted to copy research—for your own information and guidance? Do you normally keep clients informed on their Starches, etc? Does your agency plan and produce sales promotion materials, direct mail brochures, instruction manuals, sales aids and sales presentations, etc? If so, is it done in your shop or is it farmed out?

22. What is the basic philosophy of your agency, and how, in your opinion, would that philosophy be put to work on our account?

23. If you were compelled to choose a "one word" description of your agency, "what would it be—i.e. "creative," "tv," "marketing," "package goods," etc.?

24. Would you object to our contacting any of your present clients for references?

25. Can you furnish proof of financial stability—credit rating?

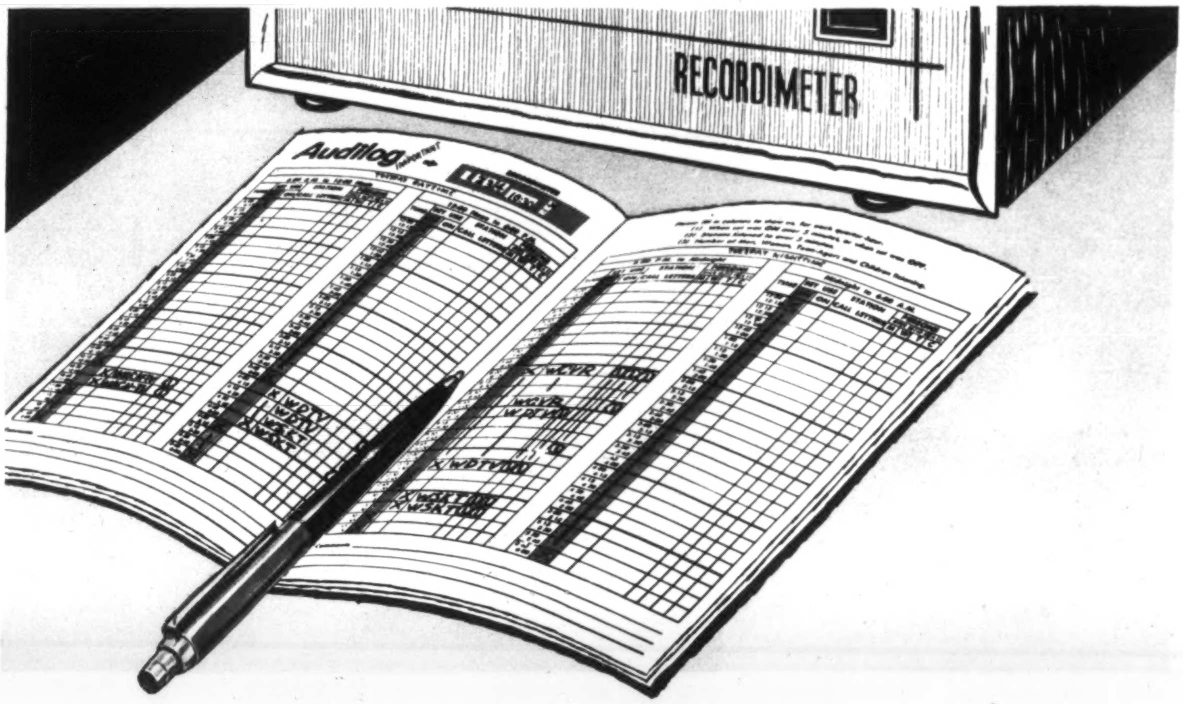
26. List affiliations such as Four A's, etc." #

Cost-per-M: One-tenth of 1¢

Jordan Broadcasting Service has appointed Intercontinental Services, New York, its U. S. representative. The Jordanian radio station broadcasts throughout the Middle East, its signal reaching an area containing nearly 2,000,000 receivers. Cost-per-1,000 is reported to be about one-tenth of a cent—"one of the lowest in the world."

ADVERTISEMENT

Balanced Economy, ⅓ industry, ⅓ agriculture, ⅓ recreation, makes Vermont a Sweet Market. Boost sales here easily with just one order, one bill, one buy—THE VERMONT ALLIED DAILIES, a 6-newspaper group which covers the area where 93.9% of the state's $570 million* buying power originates. Write: The Vermont Allied Dailies, Rm. 515, Statler Office Bldg., Boston, Mass.
*Sales Management figures.



Nielsen Station Index gets the right information from its homes

The NSI Audilog/Recordimeter technique produces the same answers on set tuning as the accepted Audimeter method. This has been proved by simultaneous tests for both techniques in same homes.

Details on this and other studies verifying NSI data are yours for the asking. More reasons why...

NSI *is the only validated source of station audience facts available today... providing reliable information for broadcast advertising decisions*

NSI
Audilog

Nielsen Station Index

a service of A. C. Nielsen Company

2101 Howard Street, Chicago 45, Illinois • HOllycourt 5-4400

NSI, Recordimeter, Audilog and Audimeter are Registered Service Marks of A. C. Nielsen Company.

FOR ALL THE FACTS
CALL . . . WIRE . . . OR WRITE TODAY

CHICAGO 1, ILLINOIS
360 N. Michigan Ave., FRanklin 2-3810

NEW YORK 22, NEW YORK
575 Lexington Ave., MUrray Hill 8-1020

MENLO PARK, CALIFORNIA
70 Willow Road, DAvenport 5-0021

0947

WOMEN LOVE THE PERSONAL APPROACH

During the first six months of 1960, some 4,000 advertisements were exposed to the eyes and interests of the readers of *Life* and *The Saturday Evening Post*.

Some of these advertisements were created by McCann-Erickson Advertising (U.S.A.) on the principles of The Personal Approach – and addressed to the minds, hearts, and shopping lists of American women.

Starch Readership Reports have revealed how well they succeeded:

6 of the 12 top-rated ads among women readers of Life were created by McCann-Erickson Advertising (U.S.A.).

8 of the 12 top-rated ads with women readers of The Saturday Evening Post were created by McCann-Erickson Advertising (U.S.A.).

14 out of the top 24 – a winning record with women.

**. . . It's also the record of The Personal Approach—
to mind, heart, and shopping list.**

McCANN-ERICKSON, INCORPORATED

Package May Make or Break Sales Effort: King

CHICAGO, Nov. 22—Packaging designed to aid the supermarket operator, through quick turnover and efficient handling, can be the difference between a manufacturer's representation in the market place and his being on the outside looking in.

Roy M. King, editor of *Food Topics* and *Food Field Reporter*, New York, made this point during his presentation of the retail point of view on packaging at a dinner meeting of the Chicago Merchandising Executives Club last night.

"Loyalty at retail will not and cannot be confined to any supplier —any product or any package— unless it aids and abets the cash register," he said, adding that the surest way to increase the retail profit margin is not through pricing but through the most productive use of expensive shelf space, and trimming handling expenses to the bone.

■ Mr. King urged his listeners not to confuse a supermarket—a self-service operation with peculiar conditions that require a package to virtually leap into a shopper's cart—with a "beauty salon, glamour den or an art museum."

He said that store promotion is the "lifeblood" of the food industry and called for increased aid from manufacturers at the point of sale. The retail spokesman implied that vast sums of money invested in national advertising are wasted if the package, due to its faults, fails (1) to get on the store shelf; or (2) to get off the shelf fast enough to please the profit-conscious store operator.

Mr. King reminded marketers that in a recent year (1958) food retailers were offered over 18,000 packaged goods promotions, practically all of which were backed by advertising on the manufacturer level.

■ "The market operator will do his job and actively support your advertising and promotional programs when he sees clearly defined for him the extras which can accrue from the built-in profits of promotable package goods," he said.

These extras, according to Mr. King, include space and labor saving devices incorporated into both the master carton and the consumer package, good product and brand identification, easy-opening master cartons, multi-packaging, properly placed price marking areas, and single-layer shipping cartons, which facilitate display work.

■ He urged marketing men and the package designers who serve them not to be modest with regard to brand or commodity identification, showing examples of extreme "modesty" that provoked laughter when the faults were pointed out, but were deemed effective enough for national in-store competition by some major manufacturers. #

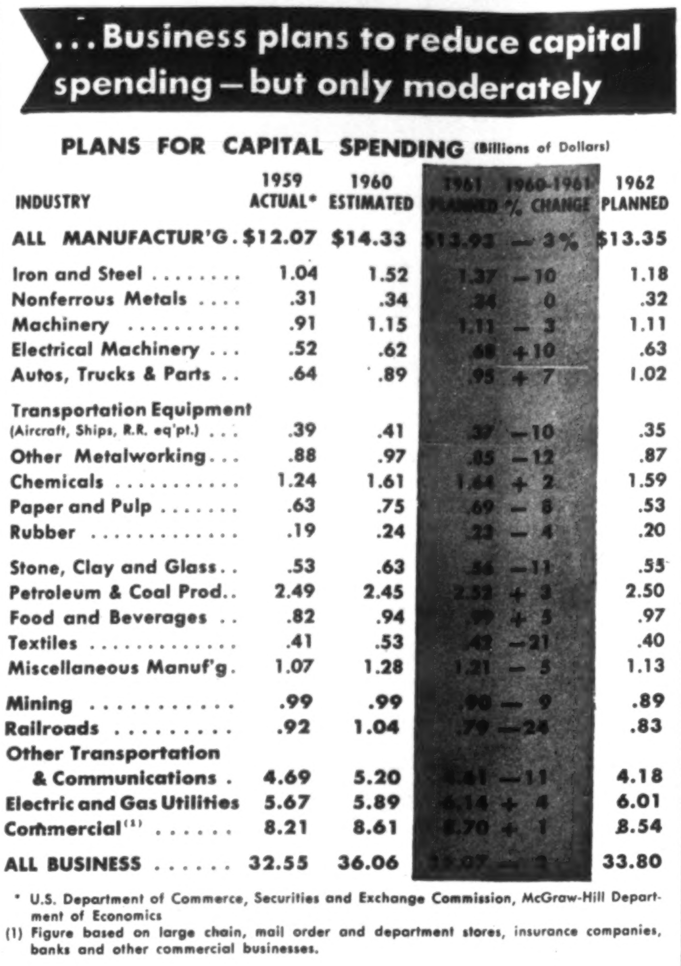
McGraw-Hill, Boston, Moves

The New England division of McGraw-Hill Publishing Co., formerly located in Park Square Bldg., Boston, has moved to the w McGraw-Hill Bldg. in Copley are.

vid Joins KEYZ

David, formerly manager ston, N. D., chamber of has been named com- promotion manager of Williston.

'Business Week' Sees Dip



...Business plans to reduce capital spending—but only moderately

PLANS FOR CAPITAL SPENDING (Billions of Dollars)

INDUSTRY	1959 ACTUAL*	1960 ESTIMATED	1961 PLANNED	1960-1961 % CHANGE	1962 PLANNED
ALL MANUFACTUR'G	$12.07	$14.33	$13.93	— 3%	$13.35
Iron and Steel	1.04	1.52	1.37	—10	1.18
Nonferrous Metals	.31	.34	.34	0	.32
Machinery	.91	1.15	1.11	— 3	1.11
Electrical Machinery	.52	.62	.68	+10	.63
Autos, Trucks & Parts	.64	.89	.95	+ 7	1.02
Transportation Equipment (Aircraft, Ships, R.R. eq'pt.)	.39	.41	.37	—10	.35
Other Metalworking	.88	.97	.85	—12	.87
Chemicals	1.24	1.61	1.64	+ 2	1.59
Paper and Pulp	.63	.75	.69	— 8	.53
Rubber	.19	.24	.23	— 4	.20
Stone, Clay and Glass	.53	.63	.56	—11	.55
Petroleum & Coal Prod.	2.49	2.45	2.52	+ 3	2.50
Food and Beverages	.82	.94	.99	+ 5	.97
Textiles	.41	.53	.42	—21	.40
Miscellaneous Manuf'g.	1.07	1.28	1.21	— 5	1.13
Mining	.99	.99	.90	— 9	.89
Railroads	.92	1.04	.79	—24	.83
Other Transportation & Communications	4.69	5.20	4.61	—11	4.18
Electric and Gas Utilities	5.67	5.89	6.14	+ 4	6.01
Commercial(1)	8.21	8.61	8.70	+ 1	8.54
ALL BUSINESS	32.55	36.06	35.07	— 3	33.80

* U.S. Department of Commerce, Securities and Exchange Commission, McGraw-Hill Department of Economics

(1) Figure based on large chain, mail order and department stores, insurance companies, banks and other commercial businesses.

EWRR Names Ryder in S.F., Hubschman, Veitch in N.Y.

Ross H. Ryder has joined the San Francisco office of Erwin Wasey, Ruthrauff & Ryan as senior account supervisor and director of industrial public relations, a new post. Mr. Ryder formerly was a vp of McCarty Co. and before that was president of his own agency, Ryder & Ingram, Oakland.

Ross H. Ryder

EWRR also has named Jerry Hubschman a copywriter and Jim Veitch a copy supervisor in the New York office. Mr. Hubschman formerly was with Ellington & Co. Mr. Veitch was with Advertising Counselors of Arizona.

Forjoe Appoints Pietila; Moves L.A. Offices

Merrill Pietila, previously an account executive with Adam Young Inc., has been appointed manager of the western division of Forjoe & Co., making his headquarters in the radio-tv representative's San Francisco office. He succeeds Charles E. Haddix, who has joined Heritage FM Stations in a similar capacity.

Forjoe has moved its Los Angeles office to larger quarters at 6362 Hollywood Blvd.

MacManus Appoints Three

MacManus, John & Adams, Bloomfield Hills, Mich., has appointed William B. Everson, an account supervisor, and Colin H. John, an account executive, vps. MacManus also has named Walter O. Briggs, formerly with Cunningham & Walsh, an assistant account executive.

Hagan to Move Offices

Hagan Publishing Corp., New York, publisher of *Architectural & Engineering News*, will move to new offices at 500 Bloomfield Ave., Montclair, N. J., on Jan. 1.

Capital Spending in '61 to Be 3% Below '60: 'Business Week'

NEW YORK, Nov. 22—McGraw-Hill's annual survey of capital spending plans—reported in the current issue of *Business Week*—indicates that business plans to spend $35.1 billion on new plant and equipment next year. This figure would be 3% below the anticipated total for 1960.

The study indicated that the 1961 forecast "should be regarded as an upper limit if business continues to be soft" (AA, Nov. 21).

"A 3% decline from this year's level," said *Business Week*, "would not be anywhere near enough to touch off a sharp recession." The limited drop, it said, is "reassuring news to business men and government officials" since some predictions looked for a sharp decline in capital spending in 1961.

■ Biggest cuts are expected in the railroad industry, 25%; textile industry, 21%; steel and transportation equipment, each 10%. Increases in capital spending are anticipated in the chemicals industry, up 2% and the automotive, electrical manufacturing, food, beverage, and petroleum and coal industries. Non-manufacturing industries expect a slight decline.

The chart from *Business Week* reproduced with this story shows plans for capital spending in billions of dollars. #

Elliott to TV Advertising

Frank Elliott, previously with CBS Television Spot Sales, has been named an account executive with Television Advertising Representatives, New York, the station representative arm of Westinghouse Broadcasting Co.

Gill-Perna Adds Two

Gill-Perna has been named national sales representative for WAIT, Chicago, and WRR, Dallas. WAIT previously had no representative; WRR was handled by Avery-Knodel.

Along the Media Path

Effective with the November issue, **Publication Management** has added a new regular feature on media promotion called "Promotion Parade." The feature will review and comment on advertising and circulation promotion efforts of newspapers, magazines and trade publications.

• The Managing Editors Citation Assn. of AP has awarded its news citation to **WJPS**, Evansville, for outstanding participation in the Associated Press news report. The award was made in recognition of the station's scoops of the Tell City, Ind., airline crash March 17 in which 63 persons were killed, and the sex killing of 11-year-old Avril Terry in Booneville, Ind., Aug. 16.

• For the sixth consecutive year **WSJS**, Winston-Salem, has been awarded the National Safety Council's public interest award for exceptional service to farm safety.

• **Leather World** will change its name to *Canadian Footwear*, effective with the December issue. At the same time, the publication will introduce a new format and a new cover.

• **Forest City Publishing Co.**, publisher of the *Cleveland Plain Dealer*, has announced plans for a $2,000,000 expansion program for modernized pressroom and other mechanical facilities. Principal item in the expansion is a new 8-unit Hoe color convertible press, installation of which is expected to be started in January.

• Thousands of pre-school-age youngsters spent the afternoon of Nov. 19 at Idlewild Airport with Joan Thayer, star of the **WNEW-TV**, New York, "Romper Room" show. Cooperating in the venture was American Airlines, whose facilities were made available for the outing. During the afternoon the children and their parents were taken on a tour of the airport and inspected a number of Boeing 707 jets.

• "Profile of the Enormous Gardener of Emmaus," a 16-page profile analyzing readership by age, sex, home ownership, buying patterns and gardening interests, has been published by and is available from **Organic Gardening & Farming**, Organic Park, Emmaus 8, Pa.

• Twenty-three high schools in the Philadelphia area now have their own tailored jingle exclusively on **WIP**, Philadelphia. The station commissioned a national jingle company to create the production spots, which incorporate high school colors, team names and WIP call letters. The spots are aired during the teen listening time.

• To celebrate its 11th birthday, **KRON-TV**, San Francisco, held a special on-the-air party in conjunction with both "Bozo, the Clown" and "Popeye with Mayor Art," afternoon children's programs.

• Twelve service programs reflecting the diverse needs of the community have been scheduled for the winter season by **WMMM**, Westport, Conn. Subjects covered by these programs include news of civic and fraternal organizations, and educational, political and religious activities.

• In cooperation with the 1960 Dade County schools and school library services, the **Miami News** published on Nov. 13 a page of Dade County youngster's reviews of fiction, science, adventure and whimsy. The young reviewers ranged in age from 7 to 11 years.

• **WOW**, Omaha, has won the "Golden Mike" certificate from the national American Legion auxiliary for its "Teen Dee-Jay Contest."

• **KQBY**, San Francisco, has announced the inauguration of an editorial policy. Editorials are being broadcast under the title of "Opinion" and are broadcast on the average of six times per day.

• **WLSV**, Wellsville, N. Y., recently buried its entire rock 'n roll collection of records following a majority vote of its listeners for good music. Station listeners were asked to choose between two types of music. This was done by programming rock 'n roll for one day, complete with imported announcers; the next day good music was played by station personnel. Listeners were then asked to phone in

Atherton Schmidt

PRIZED PEARLS—*Mrs. Isabelle Atherton, wife of Albert Atherton, president of Atherton Mogge Privett Inc., Los Angeles, accepts first prize in the "Pearls of Wisdom" contest sponsored by Metro Sunday Comics and won by Mr. Atherton. Carl F. Schmidt, Metro sales director, makes the presentation.*

WNTA RADIO BLVD
BROAD
RE

NEW NAME—*Capt. Daniel F. Dughi (left), of the Newark Police Department, changes the name of Green St. to WNTA Radio Blvd. in honor of the station's move to 32 Green St. Ted Steele, general manager of WNTA, looks on.*

a vote for their preference. More than 50% of the area telephone subscribers responded, with good music taking the vote, three to one.

• "WILK of Wilkes Barre-Hazelton, . . . A new look . . . a better buy," a report analyzing **WILK** as to coverage, facilities, programming, personalities, management, merchandising and cost efficiency, has been prepared by Avery-Knodel in behalf of WILK.

• **KDKA**, Pittsburgh, Pa., held an open house on Nov. 13 in its "Big K Birthday House" which it is giving away as grand prize in a 40th anniversary contest. In the contest, "sound charades" are broadcast, and listeners identify the name or title suggested by the sound effects and write a 25-word statement on why they would like to live in the station's "Birthday House." In addition to weekly prizes, the house will be awarded in December to the weekly winner whose statement is judged to be the best.

• **Paper Trade Journal** has published an eight-page booklet reporting the results of a nine-country survey of readership by mill men. The survey shows the relative standing of 16 paper and pulp magazines in these countries, with *Paper Trade Journal* garnering the most mentions. A companion piece on the paper and pulp market in France, Belgium, Italy and Spain has been issued by **La Papeterie**, French paper and pulp magazine. Additional information on these two reports may be obtained from Lockwood Trade Journal Co., 49 W. 45th St., New York 36.

• **Department of New Laurels:**
Vogue will run 1,846 pages of advertising in 1960, a gain of 235 pages or 14.5% over 1959. #

ADVERTISEMENT

MEN WHO WANT TO SELL the sweet Vermont market can do it easily and economically with just one order, bill, buy! Use the VERMONT ALLIED DAILIES, a 6-newspaper group which covers the area where 93.9% of the state's $570 million* buying power originates. Get details today! write: VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass.
*Sales Management figures.

SERVICE for a LIFETIME

In 1922, when today's average PM reader was born, POPULAR MECHANICS was reporting the first portable dishwasher, the first sound film, the first motor lodge, and the first regularly scheduled air service.

Fifteen years later, PM was coming so close to the mark in reporting the development of atomic energy that government security people were becoming concerned.

Today, POPULAR MECHANICS continues to cover the mechanics of modern living with features on airplane safety, atomic stockpiles, space flights. Also . . . on new cars, boats, home workshops, hi-fi and other activities around the home.

A lifetime of keeping men informed on the mechanical and scientific events that affect their homes, jobs, leisure-time activities, health and other vital interests is good reason why men frequently say: "Sure, I've read POPULAR MECHANICS as long as I can remember"—and why PM is known as the *service* magazine for men.

Chances are, the kind of man who keeps alert to the mechanical and scientific developments around him is the kind of man who is interested in things men buy—including what you sell.

You can reach him—and five million other men like him—in the magazine he turns to as his guide to what's going on around him—to what to do, what to buy, and why. It's *his* kind of magazine—the *service* magazine for men.

POPULAR MECHANICS

A HEARST MAGAZINE

reporting the mechanics of modern living

Wear that
Beautiful
Sun Tan Look
for less than a
with the new
SPERTI
SUPER SUN LAMP

KICKOFF—*First ad for Sperti Faraday's new sun lamp, the Sun Valley, breaks in the December Holiday, followed by insertions in The New Yorker and Sports Illustrated as well as the Metropolitan Sunday Newspapers. John L. Magro Advertising, Cincinnati, is the agency.*

Shell Gives Radio Ad 'Visual Impact' via Print Ad Boost

NEW YORK, Nov. 22—Shell Oil Co. has been adding visual impact to its radio commercials by referring listeners to its printed ads.

A commercial on the weekly one-hour "Shell Stereo Previews" on WQXR recently discussed "daggers" as a part of the company's series of seashell-inspired art treasures. Following the old belief that a picture is worth 1,000 words, the commercial mentioned an up-coming magazine ad devoted to a 17th century French dagger with a shell design.

In the past, commercials on Shell's music show on WQXR have referred to other print ads dealing with art objects inspired by shells. Robert Twiddy, account executive on Shell at Kenyon & Eckhardt, which handles the company's institutional advertising, said: "This is not meant to promote our other advertising" through radio. Mention of the print ads are made only when they are of exceptional interest, he added.

■ The one-minute dagger commercial scheduled for only one showing on WQXR touched on the use of the weapon throughout history. It ended this way:

"... Such a dagger, worn by French noblemen about the year 1600, is shown in the next advertisement in Shell Oil Co.'s series of art treasures inspired by the scallop shell. With its hilt and guard gracefully decorated with bronze gilt shells, the weapon is fit for a D'Artagnan or a Cyrano. It is as much an example of the sculptor's art as of the arms-maker's.

"The full-color Shell page appears in the Nov. 12 *New Yorker*, the Nov. 19 *Saturday Review*, and the December *Atlantic*, *Holiday*, and *Harper's*. The actual weapon can be seen in the Metropolitan Museum of Art. Shell hopes its art-treasure series will help inspire a greater interest in the contents of America's many fine museums." #

Wilson Named KXTV Manager

Robert S. Wilson, previously general sales manager of KHOU-TV, Corinthian Broadcasting Corp. station in Houston, has been appointed vp and general manager of KXTV, Corinthian station in Sacramento. He replaces Robert Salk, Corinthian's director of programming, who has been acting manager of KXTV since Richard Hogue resigned the post last September.

MacLean Retires from Scripps

H. H. MacLean has retired from Scripps-Howard Newspapers after 29 years. Mr. MacLean has been assistant to the newspaper group's director of general advertising since 1958.

WMMM Opens N. Y. Office

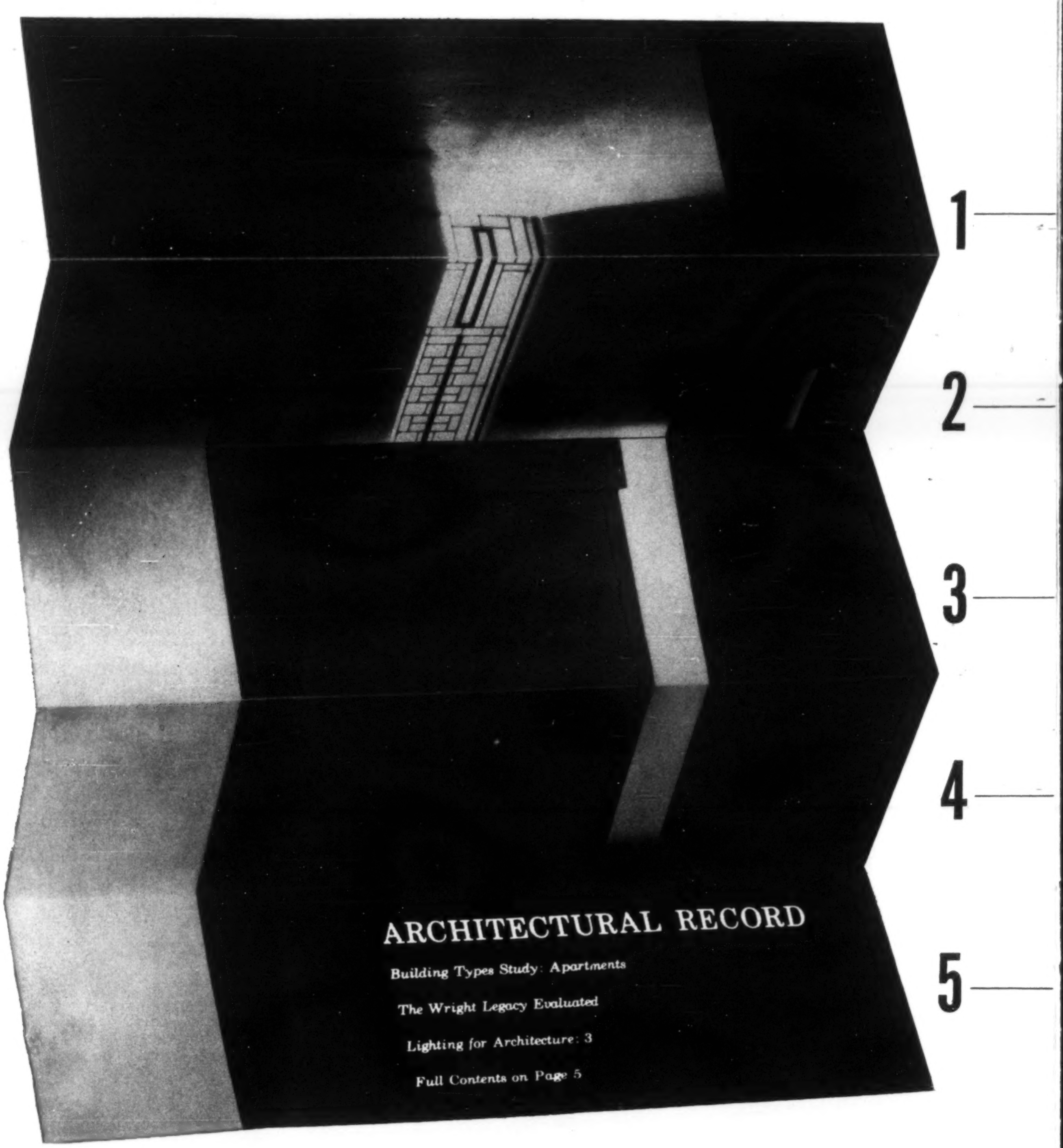
WMMM, Westport, Conn., has opened a New York office at 510 Madison Ave. John Newhouse, vp in charge of sales for the radio station, will head the new office.

Selling
Television
Sets?

Here's a preferred market—
at a popular price:
for less than 5¢ apiece,
you reach 87,000 dentists
(income and standard-of-
living well above average)
in a magazine they read
devotedly. May we give
you facts and figures?

Oral Hygiene
PITTSBURGH, PENNSYLVANIA

FIVE-FOLD LEADERSHIP


1
2
3
4
5
ARCHITECTURAL RECORD
Building Types Study: Apartments
The Wright Legacy Evaluated
Lighting for Architecture: 3
Full Contents on Page 5

Du Pont in 6-Year Study of Industrial Advertising's Effects

NEW YORK, Nov. 22—Twelve Du Pont industrial products are currently figuring in a six-year study to determine the effects of industrial advertising.

The study, which is "just beginning," is being undertaken by the ad research section of E. I. du Pont de Nemours & Co. to try to give the company answers to such questions as:

- What are the sales effects of industrial advertising?
- What other effects does it have?
- How long do these effects last?
- Are some products over-advertised, are some under-advertised?

■ Outlining the objectives of the study, Dr. Malcolm A. McNiven, manager of the ad research section, told the American Marketing Assn. here today: "The approach can be summed up in one word—experimentation. You have to vary advertising and see what happens to your sales. Is this risky? Not very much."

He said Du Pont's ad research section was organized [illegible] years ago, and was now concentrating on three decision-making areas: Allocation of funds; timing and placement of advertising; what to say and how to say it.

■ Dr. McNiven said that the company's experimental approach to its studies of consumer marketing "have been fruitful" and he believed the same approach was equally applicable to industrial advertising. In certain respects, he added, industrial marketing is even more amenable to experimental research.

Citing examples of Du Pont studies, he said that "in the area of allocation decisions, where we are placing our major effort, we are engaged in a study to determine the best way to allocate a given total sum of money for industrial advertising to various products and to various markets within each product." The company calls this study "Operation Roadmap."

■ Dr. McNiven added that the "crucial factor" in the Du Pont approach to marketing research is that the studies are designed as experiments or have an experimental phase. At the same time, "with a few exceptions, if no decision is to be made, no research should be done."

He declined afterwards to say which 12 products figured in the study. #

CFAC Sets 56th Annual Yule Party for Off-The-Street-Club

The Chicago Federated Advertising Club will hold its 56th annual Christmas party benefit for the youngsters of Chicago's Off-The-Street Club Dec. 14 in the Conrad Hilton Hotel. The annual luncheon and three-hour stage show raised $15,700 for the children in 1959. A goal of $20,000 for the 1960 party has been set by Frank M. Baker, CFAC president.

'Digest' Moves Bullock

Reader's Digest has transferred Charles S. Bullock from San Francisco to its Los Angeles sales office.

FOR SIXTY-ONE!

EDITORIAL LEADERSHIP

Architectural Record publishes more editorial pages than any other magazine in its field—all of them edited *specifically* for architects and engineers! And only the Record is

- timed and balanced with the aid of Dodge Reports to be of maximum value to architects and engineers in terms of the work on their boards;
- accurately geared to the current interests of architects and engineers through Eastman Research Organization and Continuing Readership Research;
- skillfully attuned to rapid developments in building design and technology via the unequaled building news facilities of F. W. Dodge Corporation.

PREFERRED READERSHIP

Architects and engineers have voted *Architectural Record* their preferred architectural magazine in 146 out of 161 studies sponsored by building product manufacturers and their advertising agencies.

MOST ARCHITECT AND ENGINEER SUBSCRIBERS

Over 30,000 architects and engineers pay to read the Record (19,391 architects; 10,741 engineers). And the Record's renewal rate is the best in its field by far!

TOP VERIFIABLE MARKET COVERAGE

Over 89% of all architect-planned building, nonresidential and residential, is in the hands of the Record's architect and engineer subscribers—a fact documented by Dodge Reports.

ADVERTISING LEADERSHIP

For the 14th consecutive year more building product advertisers are providing architects and engineers with more pages of advertised product information in *Architectural Record* than in any other magazine. The Record's margin of leadership: over 60 per cent!

Architectural Record

119 West 40th Street
New York 18, N. Y.
OXford 5-3000

an F. W. DODGE CORPORATION publication

"stimulus to creative architectural and engineering design"

ENTER NOW... ABP'S 19th AWARDS COMPETITION FOR OUTSTANDING BUSINESS CAMPAIGNS OF THE YEAR

TWO GROUPS OF AWARDS:

1

For advertising that appeared during 1960 in merchandising publications—
7 First Awards
14 Certificates of Merit

2

For advertising that appeared during 1960 in industrial, institutional and professional publications—
7 First Awards
14 Certificates of Merit

CLOSING DATE FOR ENTRIES IS JANUARY 31, 1961, SO DON'T DELAY.

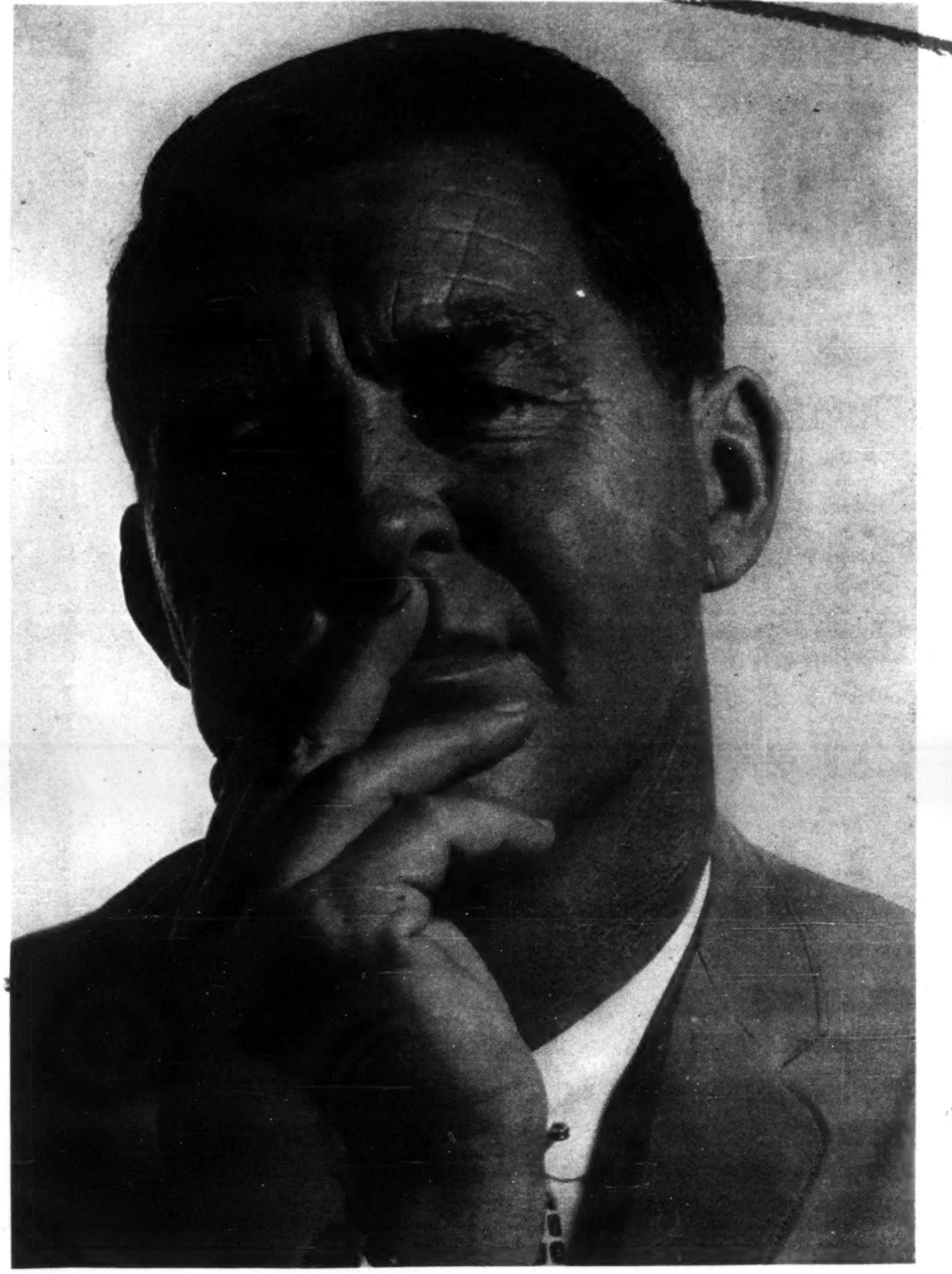
ASSOCIATED BUSINESS PUBLICATIONS

205 East 42nd Street
New York 17, N. Y.

Yes, sir! Count my campaign in. Please send me the "rules" folder by return mail.

Name____________________
Company____________________
Address____________________

The Art of Skim



"Believability" has become a big word in advertising talk today.

Still we're impressed by the number of advertisers who continue to publish and proclaim bombast.

When they spend a lot of money they feel they should get on high horses.

They are not trying to exaggerate or misrepresent, but simply succumb to the urge to make a Gettysburg address out of a widget.

And the public says, "Phooey!"

We once asked an owner of a music store how he stood all the noise of several phonographs playing all day. He replied that he and his men develop a "psychological deafness."

This is what people are doing to the palpable baloney of some TV advertising. They sense it in print advertising too, and develop the art of skim.

An unbelievable ad or TV commercial is many times more costly than a believable one, because people who aren't believing aren't buying.

At this agency we have tried to develop an unusually sensitive set of eyes and eardrums for detecting the phony.

We work for the following companies: Allstate Insurance Companies · American Mineral Spirits Co. · Atchison, Topeka & Santa Fe Railway Co. · Brown Shoe Company · Campbell Soup Company · Chrysler Corporation · Commonwealth Edison Company and Public Service Company · The Cracker Jack Co. · The Electric Association (Chicago) · Green Giant Company · Harris Trust and Savings Bank · The Hoover Company · Kellogg Company · The Kendall Company · The Maytag Company · Motorola Inc. · Philip Morris Inc. · Chas. Pfizer & Co., Inc. · The Pillsbury Company · The Procter & Gamble Company · The Pure Oil Company · The Pure Fuel Oil Company · Star-Kist Foods, Inc. · Sugar Information, Inc. · Sunkist Growers, Inc. Swift & Company · Tea Council of the U. S. A., Inc. · Wallace Laboratories.

LEO BURNETT CO., INC.

CHICAGO, Prudential Plaza • NEW YORK • DETROIT • HOLLYWOOD • TORONTO • MONTREAL

"Believability"

Believability is indeed a big word in advertising. It describes the most important quality to be found (or found wanting) in any advertisement or advertising medium.

Reader's Digest aims to publish believable advertising and no other kind. The products or services advertised must offer real benefits. The benefits must be presented honestly and in good taste. The Digest policy on advertising has these advantages:

1. **It is good for the more than 35,000,000 Digest readers.** They like the helpful ideas they get out of "reading the ads." We think this is because they have learned, over the years, that in the Digest they can rely not only on the editorial pages but also on the advertising.
2. **It is good for Digest advertisers.** In an atmosphere of believability, good advertisements are more effective.

People have faith in

Reader's Digest

Largest magazine circulation in the U. S.
Over 12,300,000 copies bought monthly

'Almost Went Broke in '53 and '54'

Success Due to Own Profitless Past, Teamwork of Equals: Clint Frank

Feels Chicago Agency People Work Harder Than New York Admen

CHICAGO, Nov. 22—Clinton E. Frank, president of an agency that has increased its billings from $1,800,000 to $21,500,000 within six years, has (1) bared the reasons for its "modest" success, (2) called for higher profits for agencies, and (3) lashed out at advertising's critics-from-within.

Disclaiming any knowledge of a "Chicago school of advertising," he said, nevertheless, that generally "Chicago agency people spend more time at their jobs and work harder" than admen in New York.

The head of Clinton E. Frank Inc. spoke at a luncheon meeting of the Agate Club yesterday.

He said the agency's success, crowned by its acquisition of the Conoco account (AA, Oct. 17), has been due to:

"**1.** The fact that we have built a well-balanced team of advertising specialists, in which no single individual is more important than the other.

"**2.** The lessons we learned the hard way when we almost went broke in 1953 and 1954. Our precarious position pointed up the necessity of keeping in mind at all times our clients' profit situation. Perhaps this is something you have to live through, perhaps not. At least this awareness has been an important factor time and again in our growth."

■ Mr. Frank said that profits of advertising agencies have been consistently too low for the past five years and are still so.

"I know most people in business feel this way. In fact, all of our clients do, about their own business. We feel this way strongly about our own, and we think it's time to stop being defensive about it," Mr. Frank said.

"For any business with the risk—18 telephone calls today could put us out of business before 3 p.m.—and the hard work and late hours such as ours, the reward should certainly be higher than the present low percentage," he said.

Turning his attention to critics of advertising, Mr. Frank said, "I am getting sick and tired of our own self-appointed critics. We have speech makers in our business from coast to coast who, at the drop of a hat or for want of a headline, will readily censor you and me and our common business."

■ Admitting that everything admen do is not perfect, he said he does not know of any other business whose people are so openly self-deprecating as advertising.

"It's the many positive factors that I would like to see the representatives of our business talk about, rather than the few negative ones, which are covered largely for the sensationalism they create."

The agency president outlined the way his business is operated:

"Our company is run by an executive committee comprised of Philip E. Bash (vp); Hill Blackett Jr. (vp); Perry Brand (vp); Carroll L. Cheverie (treasurer); Buckingham W. Gunn (vp and radio-tv director); M. Wayde Grinstead (vp); G. Bowman Kreer (vp and creative director); and myself. We

Figures Linage Costs in Seconds

SAVES TIME • SAVES MONEY • AVOIDS ERRORS

COOLICAN SPACE RATE CALCULATOR FIGURES LINAGE COSTS IN SECONDS

Space Units Figured for You from 5¢ per line to $3.00 per line

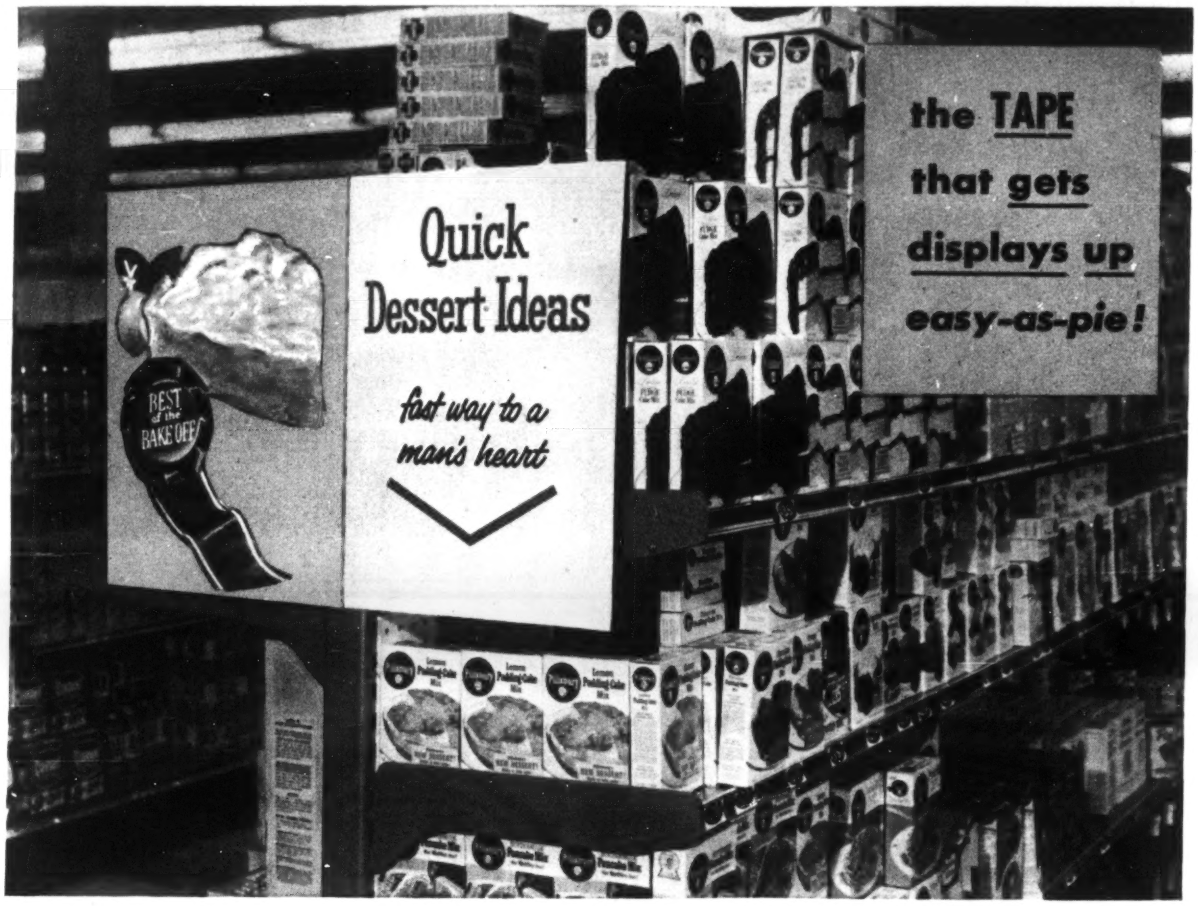
FOR ANYONE BUYING, SELLING OR BILLING SPACE

• NEWSPAPER SPACE SALESMEN • BILLING DEPARTMENT • ADVERTISING AGENCIES • ACCOUNT EXECUTIVES • MEDIA BUYERS • SPACE BUYERS • JOURNALISM SCHOOLS • RETAILERS • DISTRIBUTORS • FACTORY REPRESENTATIVES • ADVERTISING MANAGERS • ADVERTISING DEPARTMENTS • EXCELLENT FOR CO-OP CHARGE BACKS.

Only **$2.50** Plus postage

Quantity Discounts: 25-49, 10% off; 50-99, 15% off; 100-500, 20% off.
Send Check or Money Order for $2.50 plus 6¢ postage to:

THE COOLICANS, INC., DENISON BLDG., SYRACUSE 2, N. Y.


BEST of the BAKE OFF
Quick Dessert Ideas
fast way to a man's heart
the TAPE that gets displays up easy-as-pie!

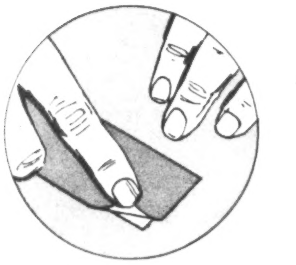
kleen-stik® **DUBL-STIK**

2-Sided *Pressure-Sensitive* Tape

RECIPE for dealer preference for *your* P.O.P. material: design and produce the most attractive displays possible . . . tie them in with a powerful national promotion . . . then add DUBL-STIK to *guarantee* they'll get up! . . . DUBL-STIK is the *double-sided* self-sticking tape—a thin, tough film coated on *both* sides with extra-strong KLEEN-STIK adhesive. Easily applied by hand or automatic applicator, it bonds instantly to practically any material . . . holds up even relatively heavy displays.

Double the Pressure-Sensitive Benefits of KLEEN-STIK!

- *Needs no water,* glue, tacks, staples, etc.
- *Easy to put up* — just apply tape, peel off backing, press in place.
- *Waterproof* and invisible when applied.
- *Resists temperature changes* from −20° to 220°F.



Exclusive "Finger-Flip" Edge for Fast, Easy Application!

Write for samples and information on DUBL-STIK and other Kleen-Stik pressure-sensitive products.

kleen-stik® PRODUCTS, INC.

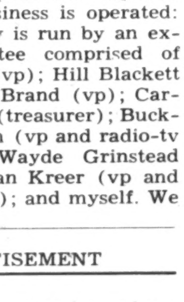
7300 W. Wilson Ave. • Chicago 31, Ill.
Plants in Chicago, Newark, Los Angeles, and Toronto, Canada

OVER 25 YEARS OF PRESSURE-SENSITIVE LEADERSHIP!

ADVERTISEMENT

SPACE BUYER after space buyer have found it easy and economical to cover the sweet Vermont market with just one order, one bill, one buy . . . using the Vermont Allied Dailies, a 6-newspaper group which covers the area where 93.9% of the state's $570 million* buying power originates. For details, write: **THE VERMONT ALLIED DAILIES**, Rm. 515, Statler Office Bldg., Boston, Mass.

*Sales Management figures.



meet at breakfast regularly at 7:30 a.m. in the M&M Club. This committee is truly responsible for the operation of our company.

"There is, in fact, not a single basic decision affecting our company's operation which does not have the complete endorsement of this committee. I will tell you openly that this is a very strong-minded group, independent and tough, and diverse in their views on many subjects. When the smoke has cleared, however, the differences have been settled," Mr. Frank said.

■ Addressing himself particularly to Agate Club members, he urged the media salespeople to make concrete proposals, in terms of an agency's specific clients, and to direct them to account and media people and not to top management.

Opticians Will Advertise

The Guild of Prescription Opticians, an association of 2,000 opticians in the U. S. and Canada, plans an ad campaign to support the role of the Guild optician. Insertions will run in *Parents' Magazine* and *Time*. At the same time, the Guild announced plans for a public service program keyed to the theme, "Clean your eyeglasses once a day." Laux Advertising, Ithaca, N. Y., is the agency.

Arizona Bank to Ptak & Richter

First National Bank of Arizona, Phoenix, will retain Ptak & Richter, Phoenix, as its agency on Jan. 1, 1961. First National has earmarked some $60,000 for its continuing newcomers program, which includes advertising in national media. Total ad budget is about $300,000. Previous agency of record was Advertising Counselors of Arizona.

'Northeaster' Bows

The *Northeaster*, a slick bimonthly magazine with a $1,200 per b&w page rate and controlled circulation of 100,000, has been published by Airline Publishing Co., 225 W. 57th St., New York. The magazine will be distributed aboard Northeast Airlines.

Cook-Waite Changes Agencies

Cook-Waite Laboratories, a division of Sterling Drug, has appointed Jordan, Sieber & Corbett, New York and Chicago, to handle medical advertising of its local anesthetics, effective Jan. 1. Davis, Mitchell, Voorhies, New York, is the present agency.

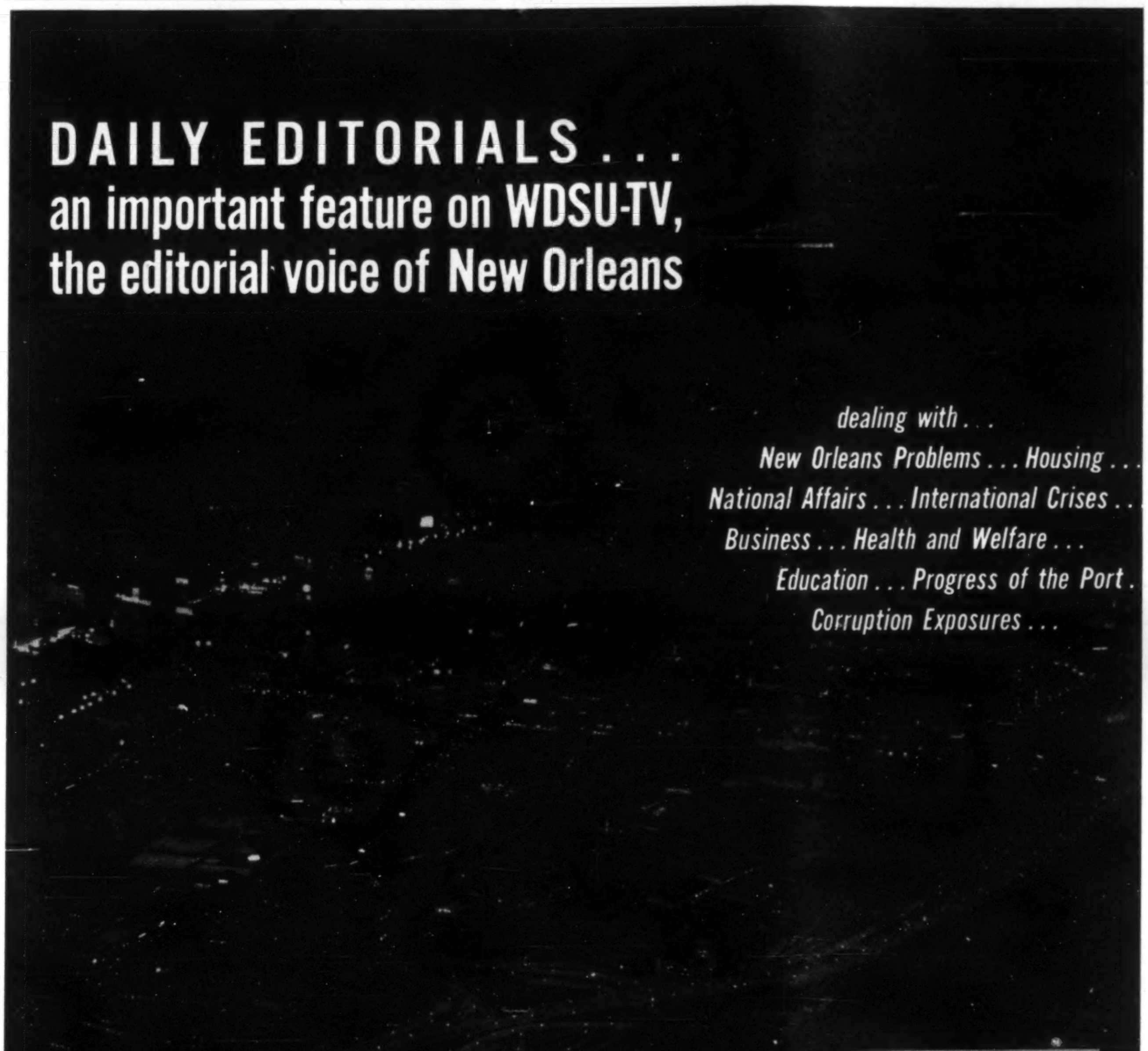
WSM Names Christal

WSM, Nashville, has named Henry I. Christal Co. to replace John Blair & Co. as its national representative, effective in January.

Shaffer Moves to Cleveland

Keith B. Shaffer, formerly media group supervisor of Young & Rubicam, has joined the Cleveland office of McCann-Marschalk as media director.

Best Buy in Ohio..
Sterling
OUTDOOR ADVERTISING CO.
56 N. Summit St. Akron, Ohio
12¢ per thousand
9.3 T.A.B. rating
an H. H. SEFF CO.
established over a Third of a Century


DAILY EDITORIALS . . .
an important feature on WDSU-TV,
the editorial voice of New Orleans
dealing with . . .
New Orleans Problems . . . Housing . . .
National Affairs . . . International Crises . .
Business . . . Health and Welfare . . .
Education . . . Progress of the Port .
Corruption Exposures . . .

Prime example of the programming through which creative talent and community leadership are continually building new vision into Television on stations represented by BLAIR-TV

"WDSU-TV has established itself as an integral part of the area which it serves by voicing responsible editorial opinion on important local issues. We have never been content to be identified as merely an entertainment showcase, but have rather sought and won an identity as an influential public force in the community. The respect and integrity which have accrued to the station are certainly important to the advertisers whose messages we carry."

A. LOUIS READ
Executive Vice President
Station WDSU-TV

MAKING TELEVISION A COMMUNITY FORCE

Close study of programming is basic to our work as station representatives. Such study has deepened our admiration for the fine productions developed through creative talent, initiative and leadership of individual stations, from coast to coast.

Prime examples of community leadership are the daily editorials on WDSU-TV—a Peabody Award-winning feature scheduled in evening time.

Developed through intensive research by WDSU-TV's 12-man news department, these editorials provide an informed commentary on key events and issues affecting community problems and progress. They translate, into positive action, the profound desire of station management to be an influential public force in the community.

In New Orleans and throughout the station's entire area, Gulf Coast viewers look to WDSU-TV to give not only the news in pictures but also the full picture *behind* the news, through thoughtful interpretation and incisive informed opinion.

At Blair-TV, watching the impact of creative programming by great stations like WDSU-TV is a constant source of satisfaction. For more than a score of such stations, we are proud to serve as the national sales arm.

BLAIR-TV

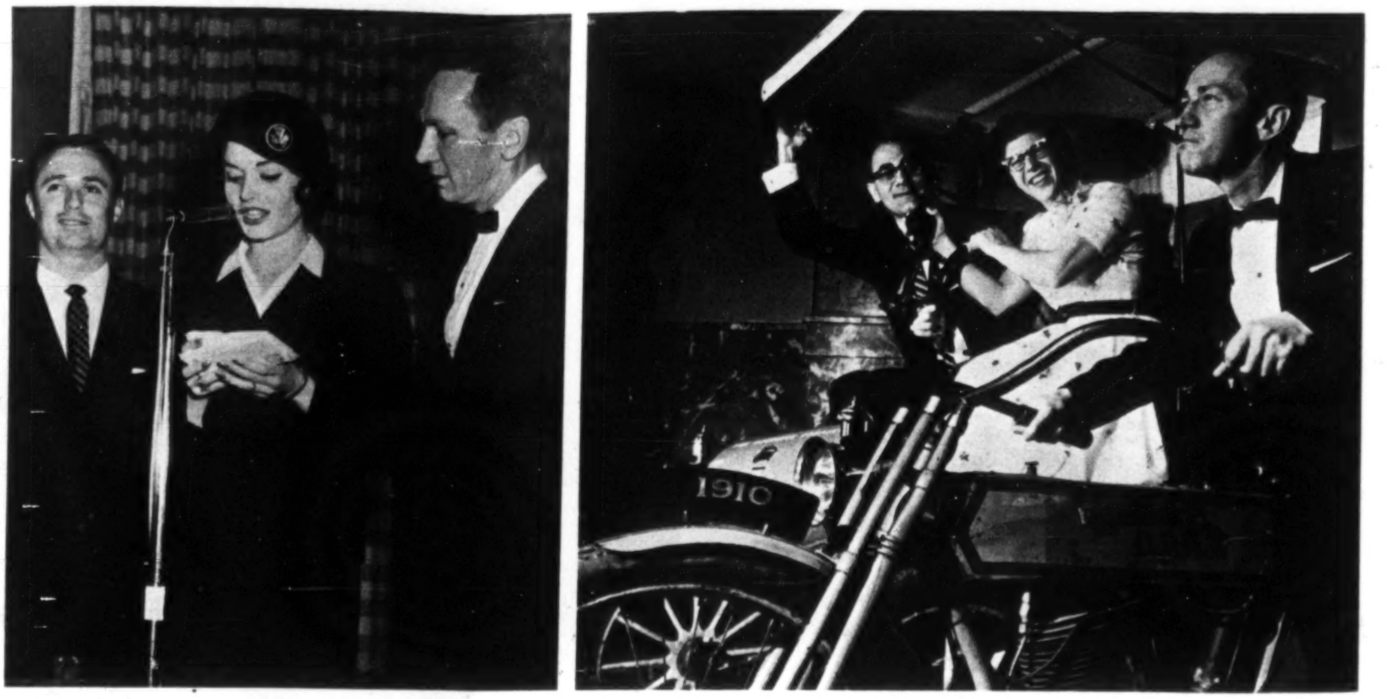
Televisions's first exclusive national representative, serving:

WABC-TV—New York
W-TEN—Albany-Schenectady-Troy
WFBG-TV—Altoona-Johnstown
WNBF-TV—Binghamton
WHDH-TV—Boston
WBKB—Chicago
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KTVT—Dallas-Ft. Worth
WXYZ-TV—Detroit
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
WJIM-TV—Lansing
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KGO-TV—San Francisco
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg

PHOTO REVIEW

Holiday Carnival
SUN-MAID RAISINS

SWEET—*This lovely girl is helping celebrate the annual holiday value carnival jointly sponsored by Sunsweet prunes and Sun-Maid raisins. Outdoor, radio spots over 200 NBC stations and in-store displays will back the promotion.*



Lawler **Feller** **Slater** **Mr. and Mrs. Greco** **Slater**

HALF CENTURY—*The **Milwaukee Advertising Club** marked its 50th anniversary with a ball. **The club offered an eight day trip to Paris** as a door prize, and Barbara **Feller, dressed in an** Air France stewardess' uniform here reads off **the** name **of the winner** with the aid of Gene Lawler, Bert S. **Gittins Advertising, club vp;** and Robert C. Slater, Slater-Rost Studios, club president. Hi-jinks for the ball used an antique automobile and an old motorcycle for props. Mr. and Mrs. Sam F. Greco, advertising and sales promotion manager, Harley-Davidson Motor Co. and club treasurer, ride in the car, and Mr. Slater rides the motorcycle.*

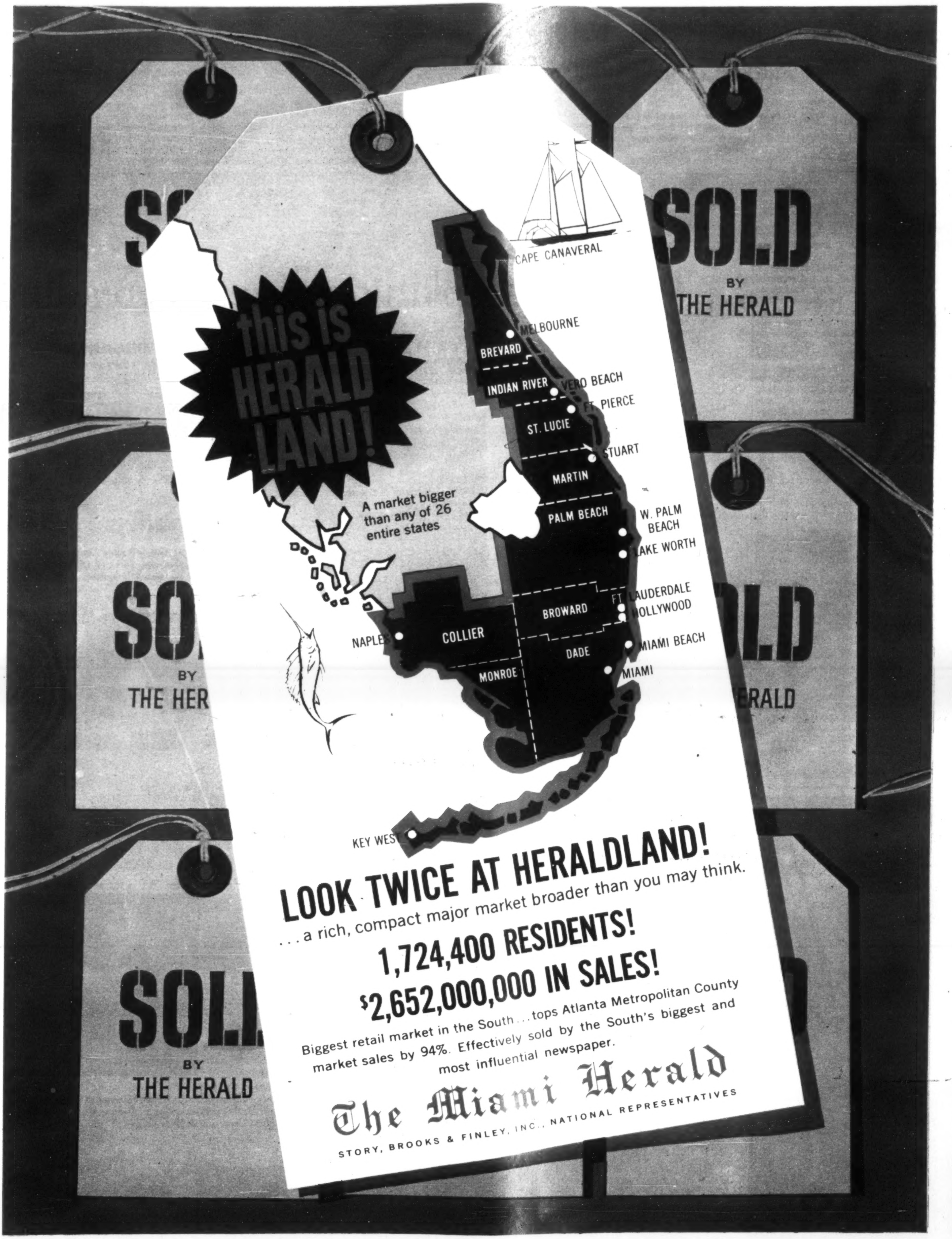
Quello **Back** **Gagnon** **Gardner** **Brines**

WITH THE BROADCASTERS—*Renewing old friendships at Chicago meeting of National Assn. of Broadcasters are James Quello, WJR, Detroit; Howard Back, Chrysler Corp., Detroit; E. S. Gagnon, Collins Radio Co., Cedar Rapids; Redd Gardner, KCRG-TV, Cedar Rapids; and Paul Brines, WSJV, South Bend.*

Botthof **Rodger** **Crain**

THREE HONORED—*On the occasion of its 75th anniversary Chicago Business Publications Assn. selected three prominent members of the Chicago business press to receive awards "for outstanding contributions to the business press." The three were Walter E. Botthof, board chairman, Standard Rate & Data Service; J. M. Rodger, former vice-president, McGraw-Hill Publishing Co.; and G. D. Crain Jr., president and publisher, Advertising Publications Inc.*

HOLIDAY FUN—*In this Olde Frothingslosh tv commercial filmed in London the car in which Rege Cordic of KDKA, Pittsburgh, and British Comedian Bruce Lacey are traveling stops running. After a check of the motor and the gas tank—it turns out to be empty—they pour Olde Frothingslosh in the tank and thereby come up with a new use for the "pale stale ale with the foam on the bottom." Pittsburgh Brewing Co. (Smith, Taylor & Jenkins) will spend $200,000 on holiday advertising for the novelty beer, using radio, tv and, for the first time, outdoor. This year an additional major city—Philadelphia—will be added to the beer's four-state marketing area.*


SOLD
BY
THE HERALD
this is HERALD LAND!
A market bigger than any of 26 entire states
CAPE CANAVERAL
MELBOURNE
BREVARD
INDIAN RIVER
VERO BEACH
FT. PIERCE
ST. LUCIE
STUART
MARTIN
PALM BEACH
W. PALM BEACH
LAKE WORTH
FT. LAUDERDALE
HOLLYWOOD
BROWARD
MIAMI BEACH
DADE
MIAMI
NAPLES
COLLIER
MONROE
KEY WEST

LOOK TWICE AT HERALDLAND!

. . . a rich, compact major market broader than you may think.

1,724,400 RESIDENTS!

$2,652,000,000 IN SALES!

Biggest retail market in the South . . . tops Atlanta Metropolitan County market sales by 94%. Effectively sold by the South's biggest and most influential newspaper.

The Miami Herald

STORY, BROOKS & FINLEY, INC., NATIONAL REPRESENTATIVES

Jones & Lamson Revised Media List to Zero in on 'Market Target': Wood

'Steel,' 'American Machinist' Are 'Dominant List' for J&L Advertising

NEW YORK, Nov. 22—Reasons behind the decision by Jones & Lamson Machine Tool Co. to prune its 1961 media list sharply and become a dominant advertiser in the remaining publications (AA, July 25) were spelled out here yesterday.

At the same time, the Springfield, Vt., company announced its ad schedule for 1961.

Jordan D. Wood, J&L manager of marketing services, told ADVERTISING AGE that *Steel* and *American Machinist,* with 78 pages each, comprise the company's "dominant list." The schedule calls for each book to carry six 12-page inserts plus six pages.

Ads in three other books will provide support. This schedule calls for a one-page ad each month in *Factory, Machine & Tool Blue Book* and *Modern Machine Shop.* This section of the program is designated to create inquiries.

■ The third part of the schedule calls for page and fractional-page ads for specific products in *Electronics, Tool & Manufacturing Engineer, Industrial Quality Control, Automatic Machining* and *Mill & Factory,* "but not in every issue."

Explaining the Jones & Lamson switch from a list of perhaps 16 magazines to "domination" in two books, Mr. Wood—in notes prepared for *Industrial Marketing,* AA's sister publication, said that study uncovered a relationship between a publication and a company's specific market. "We believe that not too many industrial advertisers today quite realize how seriously a careful matching of exact market targets and specific publications can affect the choice of media.

"We now know that we had been taking some supposedly natural matching for granted. With the current shifting of buying influences, those casual matings of objectives and media—perhaps through uncomfortable habit—became more serious."

■ That was one reason for making the study last spring, he said, and the findings had justified J&L's action.

But merely copying the company's media choices would be shortsighted and costly, he added.

Eleven company men from the president down sat in on the final presentation of the media study. With the concept approved, the budget was hiked substantially over 1960 to permit "dimensional advertising." Jones & Lamson reportedly had a budget of $400,000 last year.

The company will review the program annually.

Ernest C. Clark Jr., vp and media director of Henry A. Loudon Advertising, Boston, told the Eastern tf Club yesterday that the new "domination" ad policy devised for Jones & Lamson was not completely agency-inspired and not completely client-inspired, but a combination. The result has been "a sharp cutback in vertical publications" to be used.

He said several ideas triggered the concept of "dimensional advertising."

1. There is an ever-increasing trend to committee decision where capital purchases are concerned, he said. "*Machinery Magazine* recognized this as a result of research which it reported under the title, 'The Case of the Inaccessible Executive.' This showed that 32 men in Ford Motor Co. had an important buying influence but that 19 of them could not be seen by salesmen.

BACON'S ALL NEW 1961
PUBLICITY CHECKER

Now with perforated and gummed revisions
FOR FAST, EASY UP-TO-DATE CHANGES

- Over 3500 Listings
- 99 Market Groups
- Business, Farm, Consumer Magazines
- Coded for Type of Publicity Accepted
- Quarterly Revisions
- 352 pages—6-3/4" x 9-3/4"
- Rugged Spiral Fabricoid
- Lays Flat in Use

SENT ON APPROVAL
$25.00
with revisions Feb., May, August

THE ACCEPTED TOOL FOR EFFECTIVE PUBLICITY HANDLING

The Standard directory for release lists. New revision paste-overs will allow you to stay 100% up-to-date. Easy to use . . . complete...accurate.

ORDER NOW FOR 1961

BACON'S CLIPPING BUREAU
14 East Jackson Blvd.
Chicago 4, Illinois

What the plant engineer is reading

FANS

Joy Design Means:
COMPACTNESS AND SIMPLIFIED INSTALLATION
JOY

Advertiser:
Joy Manufacturing Company
Advertising Manager:
C. F. Hoffman, Advertising Manager, Industrial Division
Agency:
Erwin Wasey, Ruthrauff & Ryan, Inc.
Account Executive:
H. T. Eckhardt, Account Supervisor

POWER TRANSMISSION

EVOLUTION OF A REVOLUTION
THE BIG NAME IN V-BELTS
GOODYEAR
THE GREATEST NAME IN RUBBER

Advertiser: The Goodyear Tire & Rubber Company; *Advertising Manager:* K. C. Zonsius, Director of Advertising; *Agency:* Kudner, Inc.; *Account Executive:* J. F. Black, Vice President

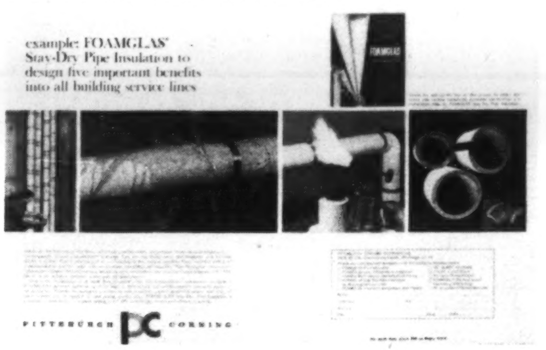
GLASS BLOCKS

See why
Pittsburgh Corning Products
make the things you build
look better, last longer, cost less

example: PC 4x12 Glass Blocks
to add new eye appeal
to the functional benefits of
the daylight wall

PITTSBURGH PC CORNING

PIPE INSULATION



example: FOAMGLAS'
Stay-Dry Pipe Insulation to
design five important benefits
into all building service lines

PITTSBURGH PC CORNING

Advertiser: Pittsburgh Corning Corporation; *Advertising Manager:* James H. Coleman; *Agency:* Ketchum, MacLeod & Grove, Inc.; *Account Executive:* John H. Edmundson, Jr.

INSULATION

Power Where You Want It
Dow Corning

Advertiser: Dow Corning Corporation; *Advertising Manager:* Robert Argyle; *Agency:* Church & Guisewite; *Account Executive:* William Guisewite

LADDERS

Longer Ladder Life!
lightweight ladders made of long-life
REYNOLDS ALUMINUM

Advertiser: Reynolds Metals Company;
Advertising Manager:
Richard L. Krauss, Program Supervisor Industrial Advertising;
Agency: Clinton E. Frank, Inc.;
Account Executive: Robert B. Shonfeld

LIFT TRUCKS

Yale low-cost electrics
YALE

Advertiser: Yale & Towne Manufacturing Co.; *Advertising Manager:* Newcombe C. Baker, Manager of Marketing Services; *Agency:* Erwin Wasey, Ruthrauff & Ryan, Inc.; *Account Executive:* J. Ross Pilling

"*Iron Age's* recent national analysts' study brought forth a similar pattern of 'team buying.'

"*Steel*, too, through Market Facts Inc. of Chicago, found that an average of five men were involved in a purchase. Our client's own salesmen responded with vigor and vociferousness that they had many more bases to cover. In fact, they reported sadly that prospects were demanding more detail while discouraging too many personal contacts. The picture is indeed frustrating."

2. Dimensional advertising was devised to deal with the problem of the rising cost of individual sales calls. O. S. Tyson & Co. has reported, he said, that the average cost of an industrial sales call has risen 59% since 1948. "In the case of our client, the apparent need to see more buying influences at greatly increased cost per call could develop into a staggering increase in sales expense which would kill all chance of profitability."

3. The Tyson study also indicated that although business paper ad costs continue to rise, it is still possible to buy 1,121 contacts for the cost of one sales call." Although personal selling is more effective, "we were aware of the power of salesmanship in print and believed we should take advantage of this cost saving."

4. Jones & Lamson also looked to the ad strategies of the giant corporations to guide its own approach. "Many a multi-product company—General Electric, Westinghouse, B. F. Goodrich, U.S. Rubber, and Anaconda are good examples—reaps substantial benefits in the form of 'cumulative audience' effect among readers of a publication which is carrying several ads of a particular company in a single issue.

"For example, GE had a total of seven ad pages in the Nov. 7 *Electrical World*, seven in October *Electrical Wholesaling;* ten in November *Electrical Construction & Maintenance;* and nine in *Electric Light & Power*, Nov. 15. Thus it is not surprising that when recognition studies are made, GE usually ends up in first place."

5. J&L and the agency had noted the gradual increase in the use of heavy stock inserts in the metalworking publications the company was using. "In fact, we ourselves had gone to a program of multipage ads—an impact program, we called it—in an effort to compete more effectively."

■ Out of this "stewing and itching and wondering where to scratch," all these points suddenly emerged as a pattern last May, Mr. Clark said. This pattern gave them the idea of "dimensional advertising."

The new approach they felt to be similar to the salesman standing face to face with a prospect, discussing the major selling features and then getting down to details. "With dimensional ads we propose not only to hit the high spots but also to cover much of the detail as well," he said.

This approach requires more space than the ordinary ad, but at the same time calls for the market and the marketing problem to be defined with "the utmost care" because J&L budget limitations restrict the number of publications that can be used, he said.

■ Mr. Clark added that the J&L ad approach was not designed as a panacea, but was tailored to one client's particular needs. The concept was not recommended to others to follow blindly.

He pointed out that the Loudon agency had prepared plans for other machine tool and tool accessory accounts for 1961, and "we are recommending many of the very publications that did not make the grade in the dimensional advertising program."

By adopting the new strategy, J&L hopes to dominate the issue of any publication in which a dimensional ad appears. "In fact, to the man in the market for a product such as those manufactured by our client, we feel certain he will be impelled to call in their salesmen. To others who may or may not be thinking about such a

about these days in the magazine

FINISHES

RUST-OLEUM NEW COLOR HORIZONS System
RUST-OLEUM
STOPS RUST!

Advertiser: Rust-Oleum Corporation; *Advertising Manager:* Robert A. Fergusson, President; *Agency:* O'Grady-Andersen-Gray, Inc.; *Account Executive:* Robert P. Gray

STEAM TRAPS

SERIES 40 GOBBLES UP EXTRA HEAVY CONDENSATE LOADS
THE YARWAY FAMILY OF FINE STEAM TRAPS
YARWAY
impulse steam traps

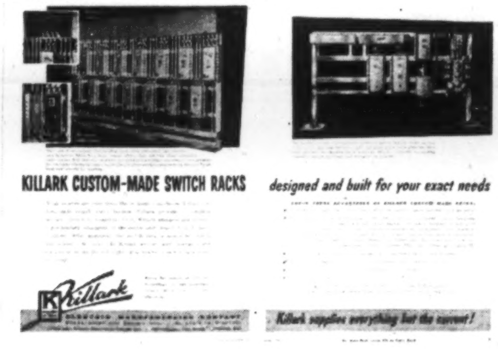
Advertiser:
Yarnall-Waring Company
Advertising Manager:
William J. Miller
Agency:
The Michener Company
Account Executive:
Walter W. Michener

CIRCUIT BREAKERS

Selectively Coordinated Load Centers Deliver
Best Service Continuity Under All Conditions
GENERAL ELECTRIC

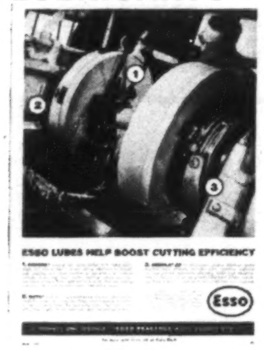
Advertiser: General Electric Company; *Advertising Manager:* R. B. Reid; *Agency:* George R. Nelson, Inc.; *Account Executive:* Roy Stratton, Accounts & Operations Manager

SWITCH RACKS


KILLARK CUSTOM-MADE SWITCH RACKS
designed and built for your exact needs
Killark
Killark supplies everything but the current!

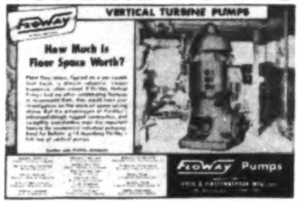
Advertiser: Killark Electric Manufacturing Co.; *Advertising Manager:* Robert Grimm, Assistant Sales Manager; *Agency:* Batz-Hodgson-Neuwoehner, Inc.; *Account Executive:* Earl G. Batz

LUBRICANTS



Advertiser: Esso Standard, Division of Humble Oil & Refining Company; *Advertising Manager:* V. G. Carrier, Industrial Advertising Manager; *Agency:* McCann-Erickson, Inc.; *Account Executive:* P. E. Funk, Account Director

TURBINE PUMPS



Advertiser: Fiese & Firstenberger Mfg., Inc.
Advertising Manager: E. A. Everett, Sales Manager
Agency: Hunter Scott, Findley & Lake
Account Executive: Russ Lake

Plant Engineering

For a successful business film program use professional *Modern* distribution.

321 companies and trade associations have retained Modern *to distribute their business movies — professionally — to TV stations, 16mm audiences and theatres.*

Would your film benefit from *Modern* know-how? Find out! Send for your free copy of "Opportunity For Sponsored Films" — 16 pages.

Modern Talking Picture Service, Inc.
3 East 54 Street, New York, N. Y.

offices in 30 major cities

purchase, we are certain they will have no question in their mind as to what the clients makes after seeing a dimensional ad."

The result, he added, probably will be measured in J&L's profit and loss statement. Another measure would be taken through cooperative recognition and readership studies. "In addition to this, the client and the agency are planning to make personal depth interviews in several key manufacturing areas among men who are known to be key buying influences."

▪ Mr. Clark also spelled out the media selection process, which kicked off with a letter to a broad list of publications.

Twenty publications took up the invitation and met in hour-long meetings in a hotel "away from all disturbing elements."

In addition to the basic requirements of high publishing standards, editorial and publishing philosophy, integrity and interest, J&L and Loudon "looked for gnats' hairs" in choosing one publication over another. He said, "We found audit statements and AIA statements, especially the answers to questions 16—24 on the AIA statement, of real value of this final stage."

He emphasized that they tried to do a careful job of selection, recalling J&L's letter to the prospective publications stating that "this is definitely not a popularity contest." #

Information for Advertisers

For companies, institutions and others seeking a marketing tool or premium-sales incentive designed specifically for the Negro market, a new lp record album, "Great Negro Americans," has been produced by **Alan Sands Productions**. The album consists of 10 dramatic stories of outstanding Negroes, such as Marian Anderson, Dr. Ralph Bunche and Jesse Owens. Information on quantity prices for the album, which retails for $4.95, may be obtained from Alan Sands, Alan Sands Productions, 565 Fifth Ave., New York 17.

• "WQXR Audience Survey," the tenth in a continuing study of smoking habits in the 17-county New York metropolitan area, has been published by and is available from **WQXR**, Promotion Department, 229 W. 43rd St., New York 36.

• "On a Sunday Afternoon," a study which says that Sunday afternoon has all the characteristics of prime mid-evening time, has been published by **Television Advertising Representatives.** The study also presents specific station-by-station information illustrating the unduplicated audience a station can deliver to an advertiser who buys a schedule of six on-the-hour announcements starting at noon on Sunday. Additional information may be obtained from Robert Bernstein, public relations department, Television Advertising Representatives, 666 Fifth Ave., New York 19.

• "Malt Beverage Distributors," a revised directory of licensed beer distributors in Philadelphia and four surrounding counties, has been published by the **Philadelphia Inquirer.** Importing distributors and domestic distributors are listed separately. A digest of Pennsylvania's malt beverage laws also is included. It is available from Frank Keenan, the *Inquirer*, Philadelphia 1, or from any *Inquirer* representative.

• "It's a Million-Billion Market . . . 4 Times as Big as It Looks," a market data brochure on the Spokane metropolitan area, has been published by the **Spokesman-Review** and **Spokane Daily Chronicle.** The brochure contains data on population, net income, retail sales, industry, transportation, military installations and recreation. Additional information may be obtained from the *Spokesman-Review* and *Spokane Daily Chronicle*, Spokane, Wash.

• The 1960 edition of the "Financial Post Directory of Directors" has been published by the **Financial Post.** The 615-page directory lists 10,900 directors and officials in a wide range of Canadian companies in practically every field, and shows business affiliations, positions and addresses of Canada's leading executives. Priced at $15 each, copies may be obtained from the *Financial Post*, 481 University Ave., Toronto 2.

• The first annual edition of the "Control Applications Guide," which includes more than 24,000 individual manufacturer references of components, equipment and system elements, which are now available for use in the design and development of integrated control systems, appears in the November issue of **Automatic Control.** Additional information may be obtained from *Automatic Control*, 430 Park Ave., New York 22. #

so it's proof you want, Mr. Fish:

Advertising Age, November 14, 1960

Ad Year Plans Told . . .

Prove Worth as Media, Fish Tells Small Newspapers

General Mills Exec Asks for Evidence That Values Offset High Cost

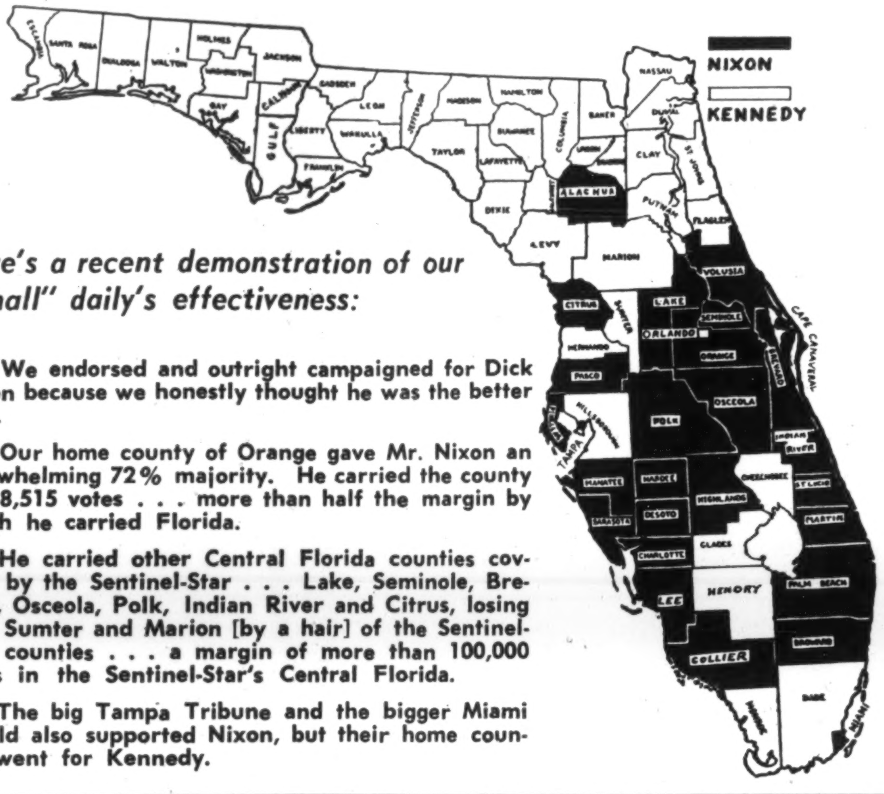
MINNEAPOLIS, Nov. 10—Weeklies and small dailies were challenged today to devise tests to demonstrate their effectiveness as vehicles for national advertising.

James S. Fish, vp of General Mills, told a diamond jubilee fall meeting of the National Editorial Assn. the tests would have to show advantages offsetting "the far greater cost per 1,000 of reaching prospects than through the media we use more regularly."

Mr. Fish said these factors also discourage national advertisers from using local papers: Lower readership of national ads compared to those of local concerns; lack of consistency of rates; lack of a national network of newspapers which would offer a simpler way of buying circulation; and lack of color reproduction.

▪ "More importantly, your ability to localize the content of your paper tends to make less important the more generalized advertising of the national advertiser," Mr. Fish said.

"We feel your greatest strength is to add to the news of our products which gets into your community by means of other media, the important elements of 'where can I get the product?' and 'how much will it cost me?' Here is where the local retailer advertising can pick up where we leave off and effectively consummate the ultimate sale. This, we feel, makes for efficiency in advertising."



Here's a recent demonstration of our "small" daily's effectiveness:

We endorsed and outright campaigned for Dick Nixon because we honestly thought he was the better man.

Our home county of Orange gave Mr. Nixon an overwhelming 72% majority. He carried the county by 28,515 votes . . . more than half the margin by which he carried Florida.

He carried other Central Florida counties covered by the Sentinel-Star . . . Lake, Seminole, Brevard, Osceola, Polk, Indian River and Citrus, losing only Sumter and Marion [by a hair] of the Sentinel-Star counties . . . a margin of more than 100,000 votes in the Sentinel-Star's Central Florida.

The big Tampa Tribune and the bigger Miami Herald also supported Nixon, but their home counties went for Kennedy.

and here are a few more facts, Mr. Fish:

1. **We maintain 14 bureaus in ten counties, with 52 employes.**
2. **We print six county supplements from four to 40 pages each, five days a week.**
3. **Our newspapers print more pages than any other paper in Florida.**
4. **We print a 4-color, page one political cartoon daily. Our prize-winning color equals that produced by America's largest newspapers.**
5. **We frequently print full-color news photographs, and printed campaign pictures of Kennedy and Nixon in color three days prior to the election.**
6. **We print our own Sunday magazine, profuse with color, and twice the size of most syndicated, N.Y.-edited supplements. In our supplement we print stories and pictures of our own people.**
7. **We bought the largest reading matter type made [9½ and 10 pt.] and we set it on the widest columns, like a magazine. Our papers are as easy to read as any in the U.S.A.**
8. **We try to keep up. We spent $5 million in four years on presses, buildings, land, color and electronic equipment.**
9. **How do we do all these things? Simple. We haven't paid a dividend in 20 years.**

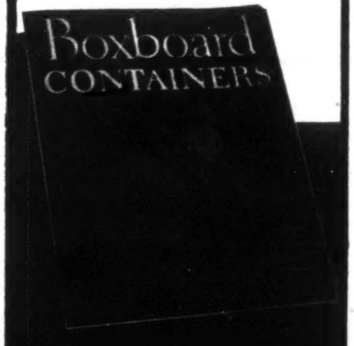
Orlando Sentinel
Bomb Kills One In New York
Patterson Regains Title...Pg. 3-B
Orlando Sentinel
Orlando Growth Tops The U.S.

Orlando Sentinel-Star

GATEWAY TO THE MOON ▪ ORLANDO, FLORIDA

Are you overlooking a

$3 Billion Industry



Boxboard packaging sales topped $3 billion last year. Why not investigate this rich industrial market. For the "who buys what" and "how" contact

Boxboard CONTAINERS

A Haywood Publication

Chicago 6 N. Michigan Ave. CE 6-3690
New York 369 Lexington Ave., MU 3-8432

We
are
first!

After all the caterwauling, clamor and claims in 1960, for the 38th consecutive year Good Housekeeping leads the women's service field in total pages of advertising.

Replacement or refund of money
Guaranteed by
Good Housekeeping
if not as advertised therein

Source: PIB January-November; O'Connor – December

GOOD HOUSEKEEPING
MAGAZINE AND INSTITUTE
A HEARST MAGAZINE

... Because nothing persuades and sells like the truth

NY Art Directors Give Merit Medal to Earnest Calkins

NEW YORK, Nov. 22—Earnest Elmo Calkins was honored last week, at the age of 92, as the dean of American advertising by the Art Directors Club of New York. At a luncheon in his honor, the venerable copywriter received the club's Medal for Special Merit for his pioneering work in advertising.

He was also praised by the luncheon speaker, Elwood Whitney, senior vp and director of Foote, Cone & Belding, as the one who, "more than any other single man, brought dignity and stature to our business."

E. E. Calkins

At an interview earlier in the week with ADVERTISING AGE, the calm and gentlemanly Mr. Calkins described himself as "an individual now close to 93 years, totally deaf for much of my life—I've never heard a radio or tv—whose career as an advertising man ended before most had even begun."

■ It was on Jan. 1, 1902, that he and Ralph Holden rented one room and went into business as Calkins & Holden on a borrowed $2,000. It was 29 years later, in 1931 that he withdrew from advertising—"the advent of radio and the death of my partner brought the curtain down" on his career. In a unique collaboration, Mr. Holden had handled the client contact work while the deafened Mr. Calkins handled the creative end.

The agency was then one of the largest, boasting an account list headed by such clients as H. J. Heinz, E. R. Squibb, Beechnut, Pierce-Arrow, Thomas A. Edison Industries, the Lackawanna Railroad (with its Phoebe Snow campaign), and a number of consumer magazines.

■ "When our agency started it was the only one of its kind," Mr. Calkins pointed out. "The others were based solely on how cheaply they could buy space—each one knew the melting point of every publisher. We didn't know these melting points and based our appeal on what you put in the space, rather than what you paid for it."

In pioneering the idea of a creative ad agency, Mr. Calkins set up the first art department and had the first on-staff specialist in ad typography.

He searched out and restored to the printer's font many beautiful old faces, and encouraged and stimulated men like Frederic William Goudy to create whole new families of type.

■ He even studied as a night art student at Pratt—not to become an artist—but to be able to talk to artists in their own language. The result was he was able to entice the first fine artists to "condescend" to commercial art.

"What fireworks there were at first when artists met the business man client," Mr. Calkins recalled, adding that the art director was then invented to keep the two apart and at peace.

"In those early days, our work was largely to persuade business to advertise at all. Advertising was only for disrespectable businesses, like patent medicines. It was generally believed that an honest product couldn't be advertised."

■ But today, Mr. Calkins wonders if the situation hasn't been reversed. "Maybe advertising is getting oversold. Everyone has gone into it so heavily that now everyone drowns the other," he said, comparing today's traffic jams caused by too many cars to advertising jams in today's magazines and other media.

Mr. Calkins also wonders if the large amount of money involved in advertising today isn't "demoralizing, if it doesn't distort the job out of proportion."

■ Mr. Calkins' career was a crusade for truth and good taste in advertising, and in 1925 he was awarded the first Edward Bok gold medal as "the individual who has done the most to raise the standards of advertising."

In viewing the general integrity of advertising today, he told AA he believed it has fallen "due to the influence of tv.

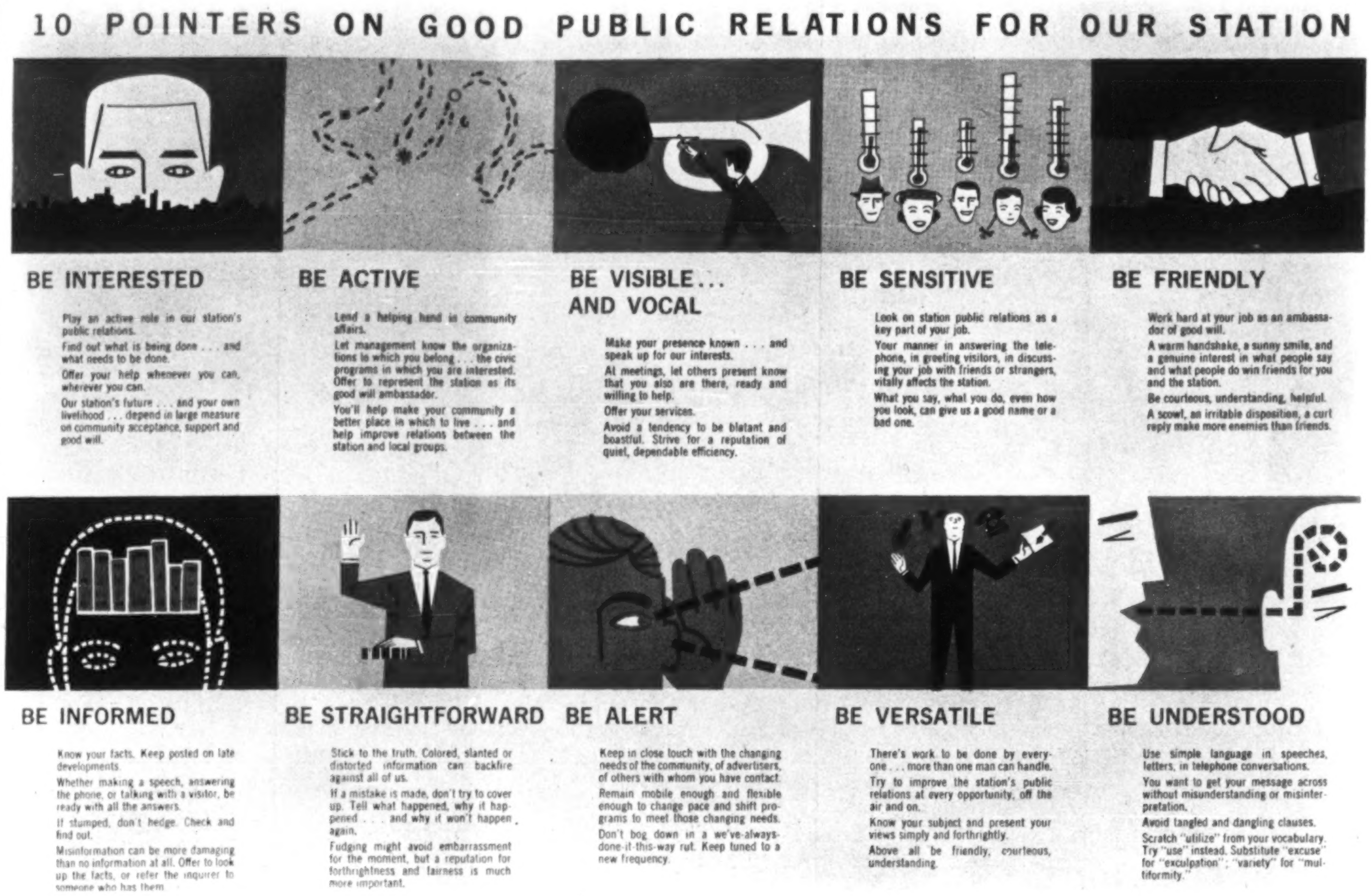
"The printed word always seems more sacred than the spoken word. With the advent of tv, it became easier to press out the boundaries of credibility, it became easier for advertisers to exaggerate. Now the laxity of the spoken word is reflecting back on the written word."

■ He also lamented that magazines are now printing ads that never would have been accepted in earlier days. As an example he cited the ads proclaiming that Bufferin is twice as effective as aspirin. "Cyrus Curtis would never have permitted such an ad in the *Saturday Evening Post*.

"Remember when we introduced Williams Shaving soap in the days when men shaved with yellow kitchen soap. Our ad said that Williams was the only kind that didn't smart and dry on your face. The *Post* refused it as a possible reflection on the competition."

How can the standards of advertising be raised again? "Improvement must come from inside. No law can affect it.

"It's more than a matter of honesty," he pointed out. "There's a great difference between honesty and sincerity. Sincerity is something deeper, and when advertising radiates that, the readers feel it." #



10 POINTERS ON GOOD PUBLIC RELATIONS FOR OUR STATION

BE INTERESTED

Play an active role in our station's public relations.

Find out what is being done . . . and what needs to be done.

Offer your help whenever you can, wherever you can.

Our station's future . . . and your own livelihood . . . depend in large measure on community acceptance, support and good will.

BE ACTIVE

Lend a helping hand in community affairs.

Let management know the organizations to which you belong . . . the civic programs in which you are interested. Offer to represent the station as its good will ambassador.

You'll help make your community a better place in which to live . . . and help improve relations between the station and local groups.

BE VISIBLE . . . AND VOCAL

Make your presence known . . . and speak up for our interests.

At meetings, let others present know that you also are there, ready and willing to help.

Offer your services.

Avoid a tendency to be blatant and boastful. Strive for a reputation of quiet, dependable efficiency.

BE SENSITIVE

Look on station public relations as a key part of your job.

Your manner in answering the telephone, in greeting visitors, in discussing your job with friends or strangers, vitally affects the station.

What you say, what you do, even how you look, can give us a good name or a bad one.

BE FRIENDLY

Work hard at your job as an ambassador of good will.

A warm handshake, a sunny smile, and a genuine interest in what people say and what people do win friends for you and the station.

Be courteous, understanding, helpful.

A scowl, an irritable disposition, a curt reply make more enemies than friends.

BE INFORMED

Know your facts. Keep posted on late developments.

Whether making a speech, answering the phone, or talking with a visitor, be ready with all the answers.

If stumped, don't hedge. Check and find out.

Misinformation can be more damaging than no information at all. Offer to look up the facts, or refer the inquirer to someone who has them.

BE STRAIGHTFORWARD

Stick to the truth. Colored, slanted or distorted information can backfire against all of us.

If a mistake is made, don't try to cover up. Tell what happened, why it happened . . . and why it won't happen again.

Fudging might avoid embarrassment for the moment, but a reputation for forthrightness and fairness is much more important.

BE ALERT

Keep in close touch with the changing needs of the community, of advertisers, of others with whom you have contact.

Remain mobile enough and flexible enough to change pace and shift programs to meet those changing needs.

Don't bog down in a we've-always-done-it-this-way rut. Keep tuned to a new frequency.

BE VERSATILE

There's work to be done by everyone . . . more than one man can handle.

Try to improve the station's public relations at every opportunity, off the air and on.

Know your subject and present your views simply and forthrightly.

Above all be friendly, courteous, understanding.

BE UNDERSTOOD

Use simple language in speeches, letters, in telephone conversations.

You want to get your message across without misunderstanding or misinterpretation.

Avoid tangled and dangling clauses.

Scratch "utilize" from your vocabulary. Try "use" instead. Substitute "excuse" for "exculpation"; "variety" for "multiformity."

"AMBASSADORS TO THE COMMUNITY"—*National Assn. of Broadcasters handed out this station pr aid at NAB's regional conference in Washington to help its members get the broadcasting viewpoint across "without misunderstanding or misinterpretation." NAB urged stations to post the folder, called "Ambassadors to the Community," on their bulletin boards.*

'Look' Boosts Harry Morris to Eastern Ad Manager

Harry Morris

Harry Morris has been named eastern advertising manager of *Look*, New York.

Mr. Morris, formerly manager of *Look's* Cleveland office, will be responsible for six of the magazine's branch offices in his new position.

Philadelphia tf Club Names Interim Officers

A slate of officers was approved at the first formal meeting of the tf Club of Philadelphia, Nov. 10. Named to hold office until formal elections take place in 1961 were: David McKecknie, president; C. C. Henley, vp; James Crites, treasurer; and A. McCreight, secretary.

Members of the board of directors are: William Buehl, James Corgee, Arthur Dix Jr., Robert Keegan, Blair McClenahan, William Platt and Fred Lockwood.

Mathisson Adds Two

Robert P. Geary has been appointed radio and tv director of Mathisson & Associates, Milwaukee, and Louis K. Fuller has joined the agency as a radio-tv time buyer. Mr. Geary, who joined Mathisson in 1954, succeeds Jack Severson, who will leave Dec. 1 to take over as principal owner-manager of WCUB, Manitowoc, Wis. Mr. Fuller formerly was in the advertising department of Gehl Bros. Mfg. Co., West Bend, Wis.

Parrish Joins Hoboken Agency

Elwood E. Parrish, formerly headquartered in Havana as Latin American sales manager for Chrysler International, has joined Keuffel & Esser, Hoboken, N.J., as director of international marketing for its line of drawing instruments and slide rules.

Car Buyers to Seek Low Prices in Next 5 Years: Oechsle

BIRMINGHAM, ALA., Nov. 22—Most U.S. car buyers will be looking for low price tags in the first half of the '60s, a high ranking Commerce Dept. official predicted last week.

Speaking to the Automobile Dealers Assn. of Alabama, Carl F. Oechsle, Assistant Secretary of Commerce, pointed out that the potential market for automobiles will consist largely of teen agers, young couples just getting started and people over 65.

"These are all relatively low-income groups interested in automotive economy," he said. "They no doubt account for the great and growing interest in the low-price sector, including the small imported cars and the American-built compacts."

Mr. Oechsle pointed to a Census Bureau report showing that since 1950 the number of married couples in the U.S. has increased about 11.4%, while total population was increasing about 19%.

■ "Several implications for your industry can be drawn," he said. "Until the relatively small number of young couples born in the '30s is augmented by the coming of age of the baby boom in the '40s, the rate of family formation will slow down from the 1950-'60 rate. By the mid-'60s it should pick up again, and really get going in the '70s," Mr. Oechsle forecast.

In 1959 the largest concentration of families and unattached individuals was in the income range between $4,000 and $6,000, he told the group. "In this group is the great majority of our young and growing families, with taxes, mortgages and doctor's bills for new babies and young children to worry about," Mr. Oechsle explained.

In spite of the pinch on consumers' pocketbooks, he was optimistic about car sales in 1961. Last December, he said, the Business and Defense Services Administration forecast 1960 industry production of 6,700,000 passenger cars—"and we will make it"—or about 20% above the 1959 mark of 5,600,000.

■ "I believe the 1960's experience with the low-price sector of automobiles is evidence that the manufacturers are no longer taking this low-income market for granted," he said. "I look for 1961 to show even greater flexibility and responsiveness to the needs and resources of a market which the imports almost took over for a lack of effective American competition.

"I believe you have generated new interest—even excitement—in the buying public that should mean an exciting and successful year for you," Mr. Oechsle told the dealers.

Compton Names Four

E. Dean Landis, general manager of the Chicago office of Compton Advertising, has been elected a senior vp and a member of the agency's board of directors. Compton, Chicago, also has appointed James Harkey a television producer, Fred Zechman assistant research director, and Eugene Mandarino an art director. Mr. Harkey was formerly with Geyer, Morey, Madden & Ballard, New York, and Mr. Zechman was formerly with Forward Research, Chicago. Mr. Mandarino was formerly with Rauhoff, Grosse, Patterson, Chicago art studio.

Selzer Joins Gas Company

W. W. Selzer has been elected vp in charge of marketing of Western Kentucky Gas Co., Owensboro, Ky. During the past seven years Mr. Selzer has been director of business promotion for Columbia Gas System Service Corp., New York.

WU Appoints Bercovitz

Western Union Telegraph Co., New York, has appointed George E. Bercovitz manager of sales promotion. Before joining Western Union, Mr. Berçovitz was an assistant account executive of Fuller & Smith & Ross.

Coming Conventions

*Indicates first listing in this column.

Nov. 30. American Assn. of Advertising Agencies, east central region annual meeting, Statler Hilton Hotel, Detroit.

Dec. 13. Assn. of National Advertisers, workshop on "Gaining Sales Force and Trade Support for Your Promotional Program," The Plaza, New York.

Dec. 28-30. American Marketing Assn., winter conference, Coronado Hotel, St. Louis.

Jan. 15-18, 1961. Newspaper Advertising Executives Assn., Edgewater Beach Hotel, Chicago.

Jan. 26, 1961. Assn. of National Advertisers, Workshop on Advertising Evaluation, Plaza Hotel, New York.

Feb. 1, 1961. Advertising Federation of America, midwinter conference, Statler Hilton Hotel, Washington, D. C.

Feb. 14-15, 1961. Assn. of National Advertisers, cooperative advertising workshop, Hotels Ambassador, Chicago.

Feb. 16, 1961. Business Publications Audit, annual meeting, Hotel Biltmore, New York.

Feb. 24-25, 1961. Newspaper Advertising Executives Assn. of the Carolinas, winter meeting, Hotel Francis Marion, Charleston, S. C.

March 2, 1961. Associated Business Publications, winter conference, Hotel Roosevelt, New York.

March 12-17, 1961. Associated Business Publications, management seminar, Arden House, Harriman, N. Y.

March 16-21, 1961. National Federation of Advertising Agencies, annual management conference, Sahara Hotel, Las Vegas, Nev.

March 26-30, 1961. National Business Publications, annual spring meeting, El Mirador, Palm Springs, Cal.

April 21-22, 1961. Advertising Federation of America, 9th District convention, Savery Hotel, Des Moines, Ia.

May 4-6, 1961. Associated Business Publications, spring meeting, The Homestead, Hot Springs, Va.

*May 14-17, 1961. National Sales Executives, annual convention, San Francisco.

May 21-24, 1961. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

May 28-31, 1961. Advertising Federation of America, annual convention, Park Sheraton Hotel, Washington, D. C.

June 11-14, 1961. Assn. of Industrial Advertisers, annual conference and exposition, Statler Hilton, Boston.

June 19-21, 1961. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

July 9-12, 1961. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

Oct. 6-9, 1961. Mail Advertising Service Assn., annual convention, Hotel Statler, New York.

Bardot Name 'Generic,' Says Sued Advertiser

Suit for $50,000 damages has been filed on behalf of actress Brigitte Bardot and Jay Emmett Associates Inc., licensing and merchandising organization, against Reader Mail Inc., New York. Mr. Emmett said Reader Mail violated his 1959 contract when it ran newspaper ads in April, 1960, for printed dress patterns using the name and, in some cases, the likeness of Miss Bardot.

The defendant has entered a general denial, pointing out further that the use of the "Bardot look" was done "generically to denote merely young, fresh and simple." It adds that Miss Bardot has "abandoned" her rights to her name and photograph by encouraging others to use it.

Black Joins CBS-TV Stations

Harold Black, formerly a freelance writer, has been appointed production manager of the advertising and sales promotion department of CBS-TV Stations, New York, replacing Marvin Fuchs, who resigned. Herman Aronson, a member of the advertising and sales promotion department of CBS-TV stations, has been named to the new post of production supervisor and will report to Mr. Black.

Hudson Buys Angel Soft

Hudson Pulp & Paper Corp., New York, has purchased Angel Soft Tissue Mills Inc., Thomson, N.Y., for an undisclosed sum. Plans are to continue all present Angel Soft operations under Angel Soft management as a separate company. Angel Soft does not have an advertising agency.

WXYZ-TV Adds Tape Studio

WXYZ-TV, Detroit, has formed a new department to produce tv tape commercials and has named Ralph Dawson, former national sales manager, to head it.

Post Marine Names Barber

Post Marine Co., Mays Landing, N.J., has appointed William J. Barber Associates, Jenkintown, Pa., to handle advertising for its Post 37' Custom Fisherman.

Fien & Schwerin Adds

Herkimer Pulp & Packaging Corp., Herkimer, N. Y., and Ace Mfg. Co., Chalfont, Pa., have appointed Fien & Schwerin, Philadelphia, to handle their advertising.

Hamilton Boosts David

Hamilton Mfg. Co., Two Rivers, Wis., has appointed James E. David to the new position of advertising supervisor. Mr. David joined Hamilton in April

Richardson Joins Meissner

George C. Richardson has joined Meissner & Co., Boston, as art director. Mr. Richardson was formerly art director of Collangelo Studios, New York.

ON AIR... PAGE... SCREEN

Your Script or Copy may carry the hazard of claims for LIBEL, SLANDER, INVASION of PRIVACY, VIOLATION OF COPYRIGHT, PIRACY, PLAGIARISM.

You CAN'T pull the words back, but you CAN have our Unique Excess Insurance to cushion the loss—adequately and inexpensively.

Details and rates — write

EMPLOYERS REINSURANCE CORPORATION

21 W. Tenth, Kansas City, Mo.
New York, 107 William St
Chicago, 175 W. Jackson
San Francisco, 100 Bush St

The HUMANE SOCIETY
CITY OF COLUMBUS
SUSTAINING MEMBER
Identification
WBNS
OHIO
STAFF
CHET LONG
THE OHIO STATE UNIVERSITY ASSOCIATION
hereby certifies that
DETROIT, MICH.
SEP 12 1958
1913130
Overseas Press Club
CHESTER S. LONG
POLICE
FIRE
Buckeye Boosters Inc.
1960-61
MEMBERSHIP CARD
National Headliners' Club
CONVENTION HALL
CHESTER S. LONG

This is Chet Long:

The contents of Chet Long's wallet are written in fourteen languages. In fifteen years of gathering and giving the news for WBNS Radio, Chet has visited twenty countries, and traveled 120,000 miles outside the continental United States. His cards identify him in press clubs from Tokyo to Reykjavik. In good old Americanese, Chet's cards also show he's an annual visitor to the Circleville Pumpkin Show, a member of the local Charity Newsies, the Buckeye Boosters, Humane Society and forty other organizations.

Chet joined WBNS in 1945, after making more than 5000 broadcasts for the Fifth Joint Service Command during World War II. His news scoops range from an inside-the-walls coverage of the Ohio Penitentiary riot and fire in 1952 to a continuous 48-hour stretch reporting the flood in January, 1959. His most recent honor came this month when his documentary on Korea received the Headliners Award from Press Club of Ohio for best news story presented on radio or television. He has been a commencement speaker in most high schools in Franklin County, and somehow always seems to work a 26-hour day.

On the occasion of his fifteenth anniversary with WBNS, we acknowledge Chet's unique place of affection in Central Ohio. As the man says about men like Chet — "They don't come along every day."

WBNS-RADIO
COLUMBUS, OHIO

B&B Gets Tecnique Color

Shulton Inc., New York, has appointed Benton & Bowles to handle advertising for Tecnique Color Tone, a hair coloring product which Shulton acquired when it bought Tecnique Inc. last year. At Tecnique the account was handled by Campbell-Mithun. Benton & Bowles also handles Desert Dri deodorant and a new product for Shulton.

Grant Adds Lovable in Canada

Lovable Brassiere Co. (Canada) has appointed the Toronto office of Grant Advertising to handle advertising for Lovable bras and Nemo foundation garments, effective Jan. 1. Brooks Advertising dropped the account last week (AA, Nov. 14). Lovable's U.S. advertising was moved to Grant last June.

Ford Promotes Laux

E. F. Laux, former parts and service manager, has been named vehicle marketing manager of the Ford division of Ford Motor Co., succeeding Lee A. Iaccoca, new company vp and general manager of the division (AA, Nov. 14).

Pullman Moves Foster

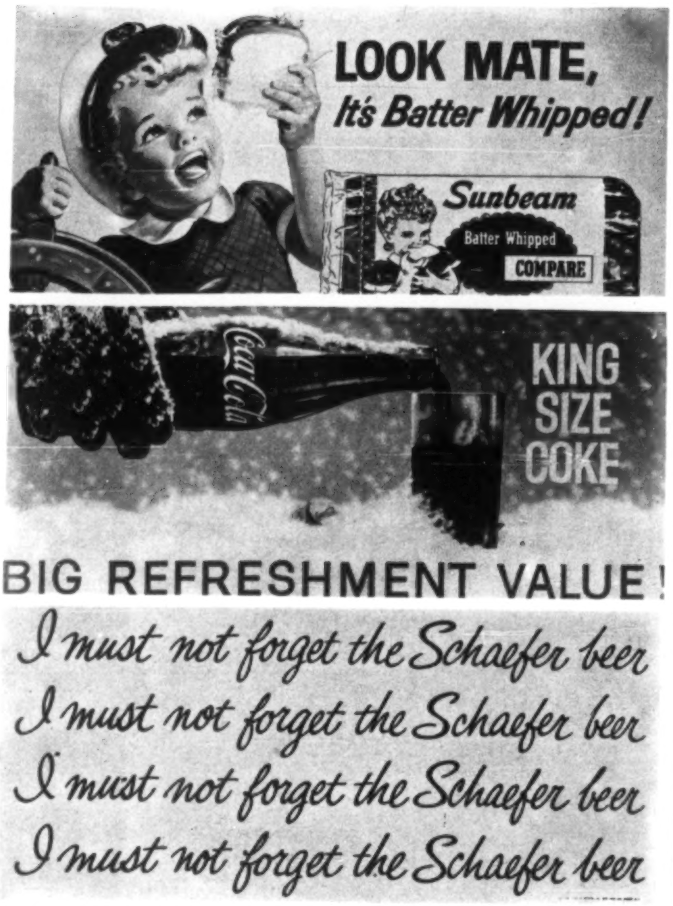
Hugh W. Foster, formerly marketing manager of Pullman-Standard's sales department, Chicago, has been named manager of marketing—coordinated transport systems, under Transport Leasing Co., another subsidiary of Pullman Inc.

Gill Resigns as MacLaren VP

F. Percy Gill has resigned as vp of MacLaren Advertising Co., Toronto. A major shareholder in Canada's largest agency, which he joined 16 years ago, Mr. Gill has sold his stock interest.

Gamut Joins Ad League

Gamut Inc., Garden City, N.Y., has joined the League of Advertising Agencies, New York.


LOOK MATE,
It's Batter Whipped!
Sunbeam
Batter Whipped
COMPARE
Coca-Cola
KING SIZE COKE
BIG REFRESHMENT VALUE!
I must not forget the Schaefer beer
I must not forget the Schaefer beer
I must not forget the Schaefer beer
I must not forget the Schaefer beer

STARCH TOPPERS—*Sunbeam bread received the highest rating in the Starch national outdoor ratings for the four weeks ending Oct. 5, with a copy performance index of 73. Coca-Cola, king size, was second, with 68; and Schaefer beer was third, with 67. The remaining seven of the top ten were, in order: Wrigley's gum (55); Howard Johnson's (54); Wonder bread (50); California Standard, Chevron gasoline (49); Royal Crown Cola (47); Budweiser beer (47); and Coca-Cola, regular (45).*

Phillips-Ramsey Expands

Phillips-Ramsey, San Diego agency, has established a marketing and media research department and named Ross Escalette, former marketing manager of Stanley Building Specialties division of Stanley Works, North Miami, Fla., its director.

Humbert to Electronic Lab

Homer Humbert, former advertising manager of *NEA Journal* and *Audio-Visual Instruction*, publications of the National Education Assn., has been named director of advertising and pr of Electronic Teaching Laboratories, Washington.

More Dodge Groups to BBDO

Batten, Barton, Durstine & Osborn has added three more Dodge dealer associations, bringing the total to 21. The new groups are in Portland, Ore., Denver, and Norfolk-Newport News, Va.

Blackhawk to Brady Co.

Brady Co., Milwaukee and Appleton, has been named agency for the Blackhawk Automotive division of Blackhawk Mfg. Co., succeeding Klau-Van Pietersom-Dunlap, which resigned the Blackhawk Mfg. account last summer (AA, Aug. 15). Burton E. Hotvedt, former Klau-Van Pietersom account supervisor on Blackhawk Automotive, who is now a Brady vp and manager of the Milwaukee office, will be the account supervisor.

Burwinkle Joins Geyer

Albert K. Burwinkle, vp and art department head with Grant Advertising for the past five years, has joined Geyer, Morey, Madden & Ballard, New York, as an art director.

Evelyn Woodbury to Badger

Evelyn Woodbury, formerly copy director of Bennett & Northrop, Boston, has joined Badger & Browning & Parcher in a similar capacity.

1,433,915 Negroes Can't Be Wrong!

Negroes in six important Rounsaville Radio areas know what they like. Each year they spend 80% of their near-billion dollar income on consumer goods they like. And you must aim right or you miss the buying power of these Negroes . . . consumers with $824,000,000 to spend—*AFTER* taxes! This enormous consumer potential can influence the national sales picture of *any* product. And NEGRO RADIO, and ONLY Negro Radio, can reach them. Over 95% of all Negroes listen to radio! Negroes buy the products they hear about on their radio—NEGRO RADIO. A proper part of your advertising dollar *must* go to Rounsaville Radio, or you miss this market! Get the facts on Rounsaville Radio—all six stations are number-one rated by *BOTH* Pulse and Hooper! Call Rounsaville Radio in Atlanta, John E. Pearson, or Dora-Clayton in the Southeast today!

Personal Letter

Everyone in the world appreciates recognition. Certainly the people to whom we program, the American Negro, is no exception to this rule. That is why we, at Rounsaville Radio, program exclusively for the Negro with Negro talent. Our continued success at Rounsaville Radio is based on this knowledge and how we use it. We play the music he likes, feature news of interest to the Negro community, and highlight his achievements. You can make excellent use of our Know-How to sell your products. Call on us, we'll be happy to help you. We are one of the oldest and the *largest* broadcasters in our chosen field.

ROBERT W. ROUNSAVILLE
Owner-President

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's Only all Negro-Programmed Station!

WLOU 5,000 Watts—Louisville's only all Negro-Programmed Station!

WMBM 5,000 Watts — Miami-Miami Beach's only full time Negro-Programmed Station!

WVOL 5,000 Watts—Nashville's only all Negro-Programmed Station!

WYLD 1,000 Watts — New Orleans' only full time Negro-Programmed Station!

WTMP 5,000 Watts — Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL—DISCOUNTS WITH TWO OR MORE!

ROUNSAVILLE RADIO STATIONS

Peachtree at Mathieson, Atlanta 5, Georgia

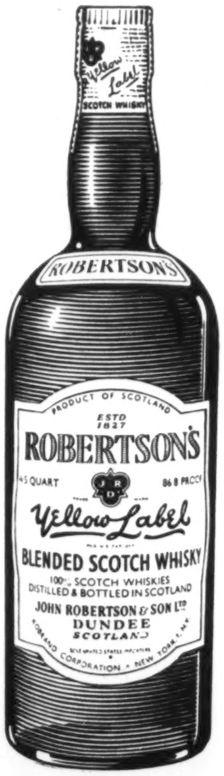
ROBERT W. ROUNSAVILLE
Owner-President

JOHN E. PEARSON CO.
Nat'l Rep.

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

DORA-CLAYTON
Southeastern Rep.

Unchanged Since 1827



ROBERTSON'S YELLOW LABEL SCOTCH

IMPORTED IN THE BOTTLE FROM SCOTLAND
86.8 PROOF, 100% SCOTCH WHISKIES KOBRAND CORP., N. Y. 1, N. Y.

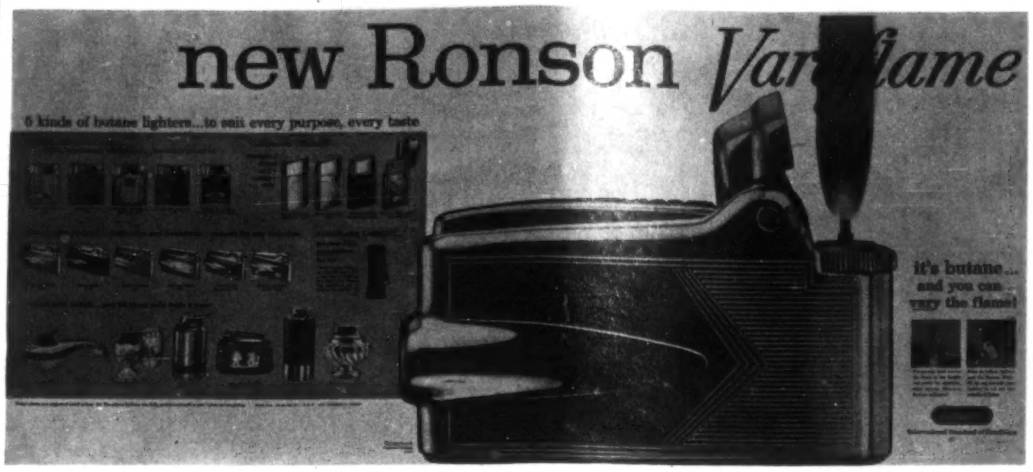
SAN DIEGO CALIFORNIA BUYS MORE!

Syntex Names Paul Bancroft

Paul O. Bancroft, formerly product advertising manager of Warner-Chilcott Laboratories division of Warner-Lambert Pharmaceutical Co., has been appointed director of advertising of Syntex Laboratories, a division of Syntex Corp. Syntex is a Mexican-based pharmaceutical producer which recently established a U. S. company to market is steroid hormone products. William Douglas McAdams Inc., New York, has been retained as the Syntex advertising agency.

F&S&R Names Two

Fuller & Smith & Ross has named David B. Tolins Jr. an account executive on the semiconductor division of Raytheon Co. in its New York office and Donald J. Day an account executive on Alcoa in Pittsburgh. Mr. Tolins formerly was manager of advertising and merchandising of the semiconductor division of Sylvania Electric Products. Mr. Day formerly was with Armstrong Cork Co.


new Ronson Varaflame
5 kinds of butane lighters...to suit every purpose, every taste
it's butane... and you can vary the flame!

HOLIDAY FLAME—*Ronson Corp., Woodbridge, N. J., uses a three-page gatefold in the December Esquire to promote its gas-powered lighters for Christmas. Norman, Craig & Kummel, New York, is the agency.*

General Dyestuff Boosts Webb

General Dyestuff Co., a division of General Aniline & Film Corp., New York, has promoted H. Alison Webb, formerly sales manager, to director of marketing.

Duncan Advertising Moves

George Duncan Advertising, Tucson, has moved to larger quarters at 155 E. Alameda St.

SWINGLES*
CUSTOM MADE
ONLY $68
U.S. only

the JINGLE MILL

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call.

THE JINGLE MILL
143 W. 51st St., N.Y. 19, N.Y. • PLaza 7-5730

1959 apparel store sales: $76,226,000

With apparel store sales of more than $76 million last year, San Diego County ranked 26th among the nation's 200 leading counties in this category — ahead of counties like these:

HENNEPIN (MINNEAPOLIS), MINNESOTA	$73,139,000
ORLEANS (NEW ORLEANS), LOUISIANA	$70,538,000
KING (SEATTLE), WASHINGTON	$68,032,000
FULTON (ATLANTA), GEORGIA	$61,927,000

The San Diego market is reached and sold through two metropolitan dailies: **The San Diego Union** and **Evening Tribune.** Combined daily circulation is more than 200,000 (227,678 ABC 3/31/60). A Facts Consolidated survey shows family readership (evening-and-Sunday combination) of 86.9 per cent.

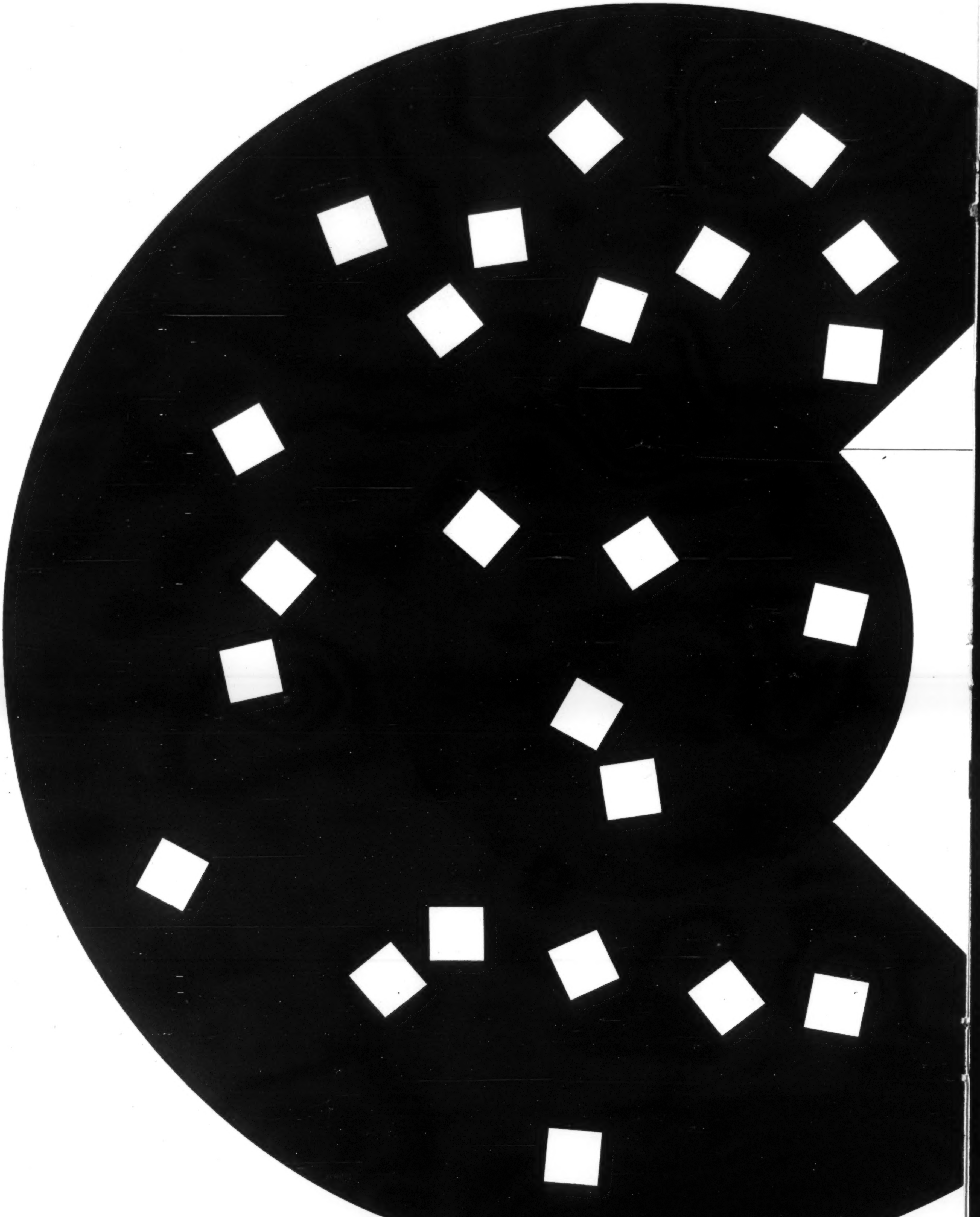
SALES ESTIMATES COPYRIGHT 1960 SALES MANAGEMENT "SURVEY OF BUYING POWER"

The San Diego Union | EVENING TRIBUNE

"The Ring of Truth" **Copley Newspapers**

15 Hometown Daily Newspapers covering San Diego, California—Greater Los Angeles—Springfield, Illinois—and Northern Illinois. Served by the Copley Washington Bureau and the Copley News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY, INC.
(NELSON ROBERTS & ASSOCIATES)



Marketing fact: Less than 1% of all U. S. firms employ more than 100 people.

Only 18,770 of these firms are in manufacturing—and they account for 75% of all value added by manufacture. That's concentration.

Take the measure of your market.

What's your share of market? Probably not enough to suit you. One way to increase your share is to sell more. That means servicing your current customers and soliciting your best potential prospects. In short, you must concentrate your selling where the potential is greatest.

Fortune can help you because Fortune concentrates. On the management men in the largest firms—executives who are often difficult for a salesman to get in to see.

Because Fortune concentrates on companies where the sales potential is the greatest, advertisers find that

FORTUNE *gets results.*

Everyone should have a hobby. — The Brendels
Merry Xmas

BUT EVERYONE—*"Everyone should have a hobby," the Brendels told their friends in this novel Christmas card.*

Versatile Adman . . . Lou Brendel

In two big rooms of an adman's home in an old barn in Easton, Conn., is a $10,000 collection of prized "kindling wood."

The collection of wooden objects is such a rare commodity that, up and down the country, ordinarily sane and sober men are in a sweat to own some of it.

For New York adman Lou Brendel, industrial merchandising director of Chirurg & Cairns, has one of the finest private collections of early American tools to be found outside the walls of museums. Yet, as he points out, "Unless you are really a collector, all that stuff is no more than a collection of kindling wood."

Mr. Brendel's "stuff" includes rare examples of colonial tools used by early coopers, shipbuilders, cabinet makers, carpenters, wig makers, dentists, shoemakers, farmers, cheese makers, rope makers, tanners, harness makers, coach builders and weavers.

■ Lou began his life-long side interest as a youngster in Ohio, picking up Indian relics, a hobby he shared with his father. But when he left the state, there were no more plowed fields for him to scratch about in, and "hunting them became a bit rough." So he turned to old tools—"and except that the people who make them were different, there is little difference between the cave man's tools and modern man's. Of course the materials are different."

Lou found himself drifting into his hobby almost without realizing it. Today his interest has such a hold that, a few weeks back, when he drove into Massachusetts, Maine and New Hampshire, "I went into every antique shop and every junk yard on both sides of the road on the way." Result: a jeep-load of items for his museum.

■ He finds it difficult to put a price on the collection. He had an expert appraise his Indian relics, but when the appraiser "got to the tool collection, he threw up his hands." The estimate: $10,000.

Lou notices a distinct trend in his own interest in old tools. "As you get more interested, you go for the more primitive," he says. So he feels that a real prize piece in his collection is a brace or bit stock shaped from the crook of a tree.

Other crude but much-sought-after pieces are early factory tools, dating back to 1840. He has, for example, about 200 molding planes used before the advent of planing mills about 1870.

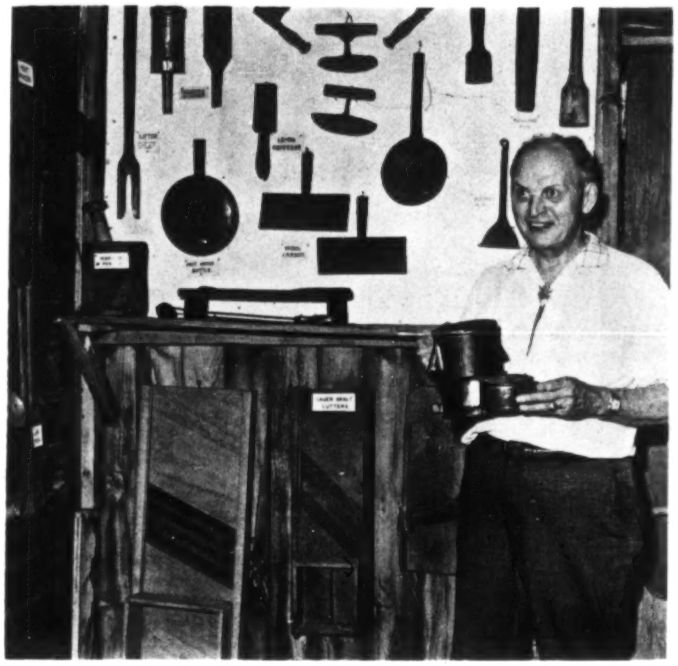
"Personally, I now find myself far more intrigued at coming upon a tool which I cannot identify than in finding one when I know full well what it is," he says.

"One specimen that puzzled me for a long time was acquired in Sandy Hook. It consists of two beautifully-made oblong blocks, one of which contains a sharp knife at the midpoint of its base.

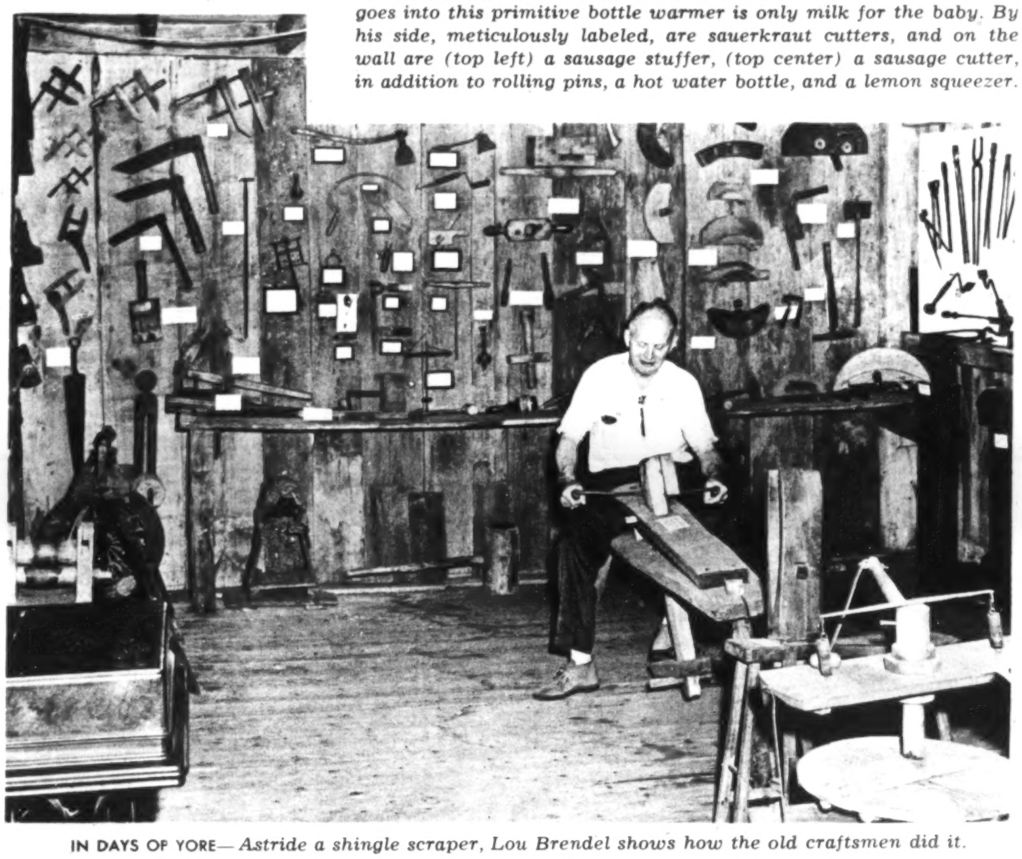
"After several months of fruitless search, it was finally identified by a friend from Old Williamsburg, Va., as a 'bookbinder's plow' used for trimming the pages of hand-bound books in the old days."

■ Lou believes that collecting old tools is a "painless" way of increasing one's knowledge of early American life. In the process, he has picked up enough lore to be able to lecture to several societies.

If he could live his life all over again he'd be an archaeologist. "But I doubt whether there's room today for the all-around man. They go for specialists nowadays," he says.



BOTTLE WARMER—*Lou Brendel grins as he explains that the stuff that goes into this primitive bottle warmer is only milk for the baby. By his side, meticulously labeled, are sauerkraut cutters, and on the wall are (top left) a sausage stuffer, (top center) a sausage cutter, in addition to rolling pins, a hot water bottle, and a lemon squeezer.*



IN DAYS OF YORE—*Astride a shingle scraper, Lou Brendel shows how the old craftsmen did it.*

ANA Publishes New Edition of 'Magazine Circulation Trends'

A new edition of "Magazine Circulation & Rate Trends" covering 1940 to 1959, has been published by the Assn. of National Advertisers, New York. The study appraises 61 ABC-audited consumer and farm publications from seven standpoints: Cost-per-1,000, circulation rate base and page rate, average paid, proportionate use of various circulation methods, subscription production, subscription arrears, and price of single copies and subscriptions.

Cooperating with the ANA in the study were the Magazine Advertising Bureau and the Audit Bureau of Circulations. The 188-page report is available to non-ANA members for $15.

ARF Issues Bibliography

The Advertising Research Foundation has issued a "Catalog of ARF Publications," listing 178 publications it has offered to members since 1952. Copies are available on request.

Canada AMA Urges Incorporation to Bar Name Theft Threat

CHICAGO, Nov. 21—The American Marketing Assn. is polling its 8,000 members on whether to allow its Canadian membership, the Marketing Assn. of Canada, to become incorporated in Canada.

Vance E. Lockhart, executive director of AMA, reported that, with about 200 mailed ballots returned, the vote appeared to favor the move, which is aimed partly at preventing any other Canadian association from including "marketing" in the association name. In a memorandum accompanying the ballot, Mr. Lockhart said: "Rival professional associations in Canada have threatened to adopt this titular reference."

Mr. Lockhart said that another aim of incorporation is to encourage the development of AMA in Canada, where a considerable increase in membership is expected in the next several years. Present Canadian membership is 540. He said that the 1967 AMA national convention will be held June 21-23 in Toronto. #

P.O. Needs Sales Promotion Staff, Clymer Says in Book

The Post Office Department should have a sales promotion staff to sell postal services that are already available and to devise ways to increase revenue, Floyd Clymer urges in his new publication, "The Post Office Dilemma & What to Do About It."

In the 224-page compilation of news clippings, articles, reproduced letters, documents, photos and cartoons, Mr. Clymer explores many aspects of postal service and contends it must be made a paying operation or declared a public service. The book retails for $5. Quantity prices are available from the publisher, 1268 S. Alvarado St., Los Angeles.

New Haven Newspapers Name Pollen, Warmingham

The *New Haven Journal-Courier* and *Register* have appointed Curtis Pollen advertising manager and Alfred V. Warmingham retail advertising manager. Mr. Pollen formerly was national advertising manager of the two newspapers, and Mr. Warmingham was formerly advertising manager of the *Journal-Courier*.

Aerosols Seeks Agency

House of Aerosols, Moorestown, N. J., is seeking an agency to handle advertising for four aerosol spray products: Aristocrat Lemon Creme furniture polish, Vue window cleaner, Lavender Mist and Lilac Mist sachets. William Jenkins Advertising, Philadelphia, one of the agencies making presentations, is reportedly the front-runner.

Topics Boosts Walsh

Topics Publishing Co., New York, York, has appointed John J. Walsh midwestern manager, headquartering in Chicago. Mr. Walsh was formerly Chicago regional manager of *Drug Topics*. At the same time Robert E. Moffatt, formerly with *Good Housekeeping* and *Cosmopolitan*, has been named New York field sales manager of *Drug Topics*.

Saul Tanner Resigns

Saul Tanner, director of sales and marketing of Drug Research Corp., New York, for the past two years, has resigned effective Dec. 1. He has not announced his plans and no successor is expected to be appointed.

Zimmer Boosts Margalith

Zimmer, Keller & Calvert, Detroit, has appointed Sanford H. Margalith creative director. Mr. Margalith has been with the agency for the past five years in various creative capacities.

Mars Names Suhring

Mars Inc., Chicago, has appointed William F. Suhring to head its new products development department. Mr. Suhring has been director of Mars market research for more than two years.

Newfield Joins Larrabee

Arthur J. Newfield has joined Larrabee Associates, Washington, as vp—marketing. Mr. Newfield was formerly assistant publisher of American Aviation Publications.

Heritage's Johnson Lampoons Mail Ads—Including His Own

NEW YORK, Nov. 22—If you can't be good, be simple, Frank Johnson, ad manager at American Heritage Publishing Co., told the business letter workshop held by the Direct Mail Advertising Assn. here last week.

Then, to prove the point, Mr. Johnson featured some prize examples of American Heritage mailings which, he said, were neither good nor simple, but merely "stank."

Professing to be an expert on business letter format simply because "I know as little about the subject as the rest of you," Mr. Johnson said that basically what counts is not the size of the mailing piece but the size of the order that it brings in.

Several big names in the business came in for some rough handling. A *London Times* letter soliciting subscriptions for the weekly literary supplement, he said, displayed about as much imagination as the styling of a London taxicab.

Two "typographical horrors" which he bracketed were a mailing from the "Bulletin of Atomic Scientists" (whose imprinted list of members includes "half of the top physicists in the country") and a letter from a state penitentiary.

■ *Esquire*, on the other hand, and the National Geographic Society rated high, he said. National Geographic had put out a "superb piece" which at the same time "gets away with polite murder" by offering to sell frames for the certificates of subscription—"How many other companies could attempt that?"

Mr. Johnson contended that it would be hard to tell from the mailings sent out by *Holiday* that it professes to be a top magazine.

The "standard carrier" mailed out by *The Wall Street Journal* "looks like something sticky just dropped from a blue serge suit." He added, "How can you stand doing the same thing over and over for so long, just because it works?"

Mailings of *The New Yorker*, newcomer in the direct mail field, bear out the axiom, "if you can't be good, be simple," he said. But he added that the magazine is going about the job as if it could barely make itself ask for subscriptions. #

Sholty Founds Own Agency

Les Sholty, former Kenyon & Eckhardt account supervisor and onetime manager of its Los Angeles office, has left the agency to set up his own advertising and pr business, Les Sholty Advertising Agency, 1601 N. Gower St., Hollywood. Earlier in his career, Mr. Sholty was an account executive with J. Walter Thompson Co.

Wojta to Aarbern Pharmacal

Gerald Wojta, formerly with Smith-Dorsey Pharmaceuticals, Lincoln, Neb., has been named manager of sales and promotion of Aarbern Pharmacal Co., a proprietary division of Wander Co., Chicago.

Kingham Trailer to Swink

Kingham Trailer Co., Louisville, has named Howard Swink Advertising, Marion, O., to handle its advertising and sales promotion. Kingham manufactures semi-trailers and cargo containers.

Brennan to White Swan

Thomas D. Brennan, former western division merchandising manager of Cryovac Co., has been appointed merchandising director of White Swan Coffee Co. and Great Western Foods, Fort Worth.

Pacific Vitamins Names Anderson-McConnell Agency

Pacific Vitamins Corp., Los Angeles, producer of Fulvita vitamins sold in supermarkets, has named Anderson-McConnell Advertising, Hollywood, to succeed Beckman Koblitz, Los Angeles, as its agency. Next year commissionable media billing will be about $250,000, the company said. The agency change is effective Dec. 1.

Brown Joins M-E (Canada)

Carl H. Brown has joined McCann-Erickson (Canada) Ltd., Montreal, as vp and management service director in charge of the Coca-Cola Ltd. account group. Mr. Brown was formerly senior account executive of Baker Advertising Agency.

Reich Names Two VPs

Jay Reich Advertising, Pittsburgh, has appointed Armando J. Posto and Alex G. DeGurian vps. Mr. Posto joined the agency in 1952 as art director. Mr. DeGurian joined in 1954 and was appointed account supervisor in 1958.

Freeman to Pairan/Shepard

William F. Freeman has joined Pairan/Shepard Advertising, Akron, as an account executive. Mr. Freeman was formerly managing editor of *Home Modernization Contractor*.

Downing Joins Baker, Johnson

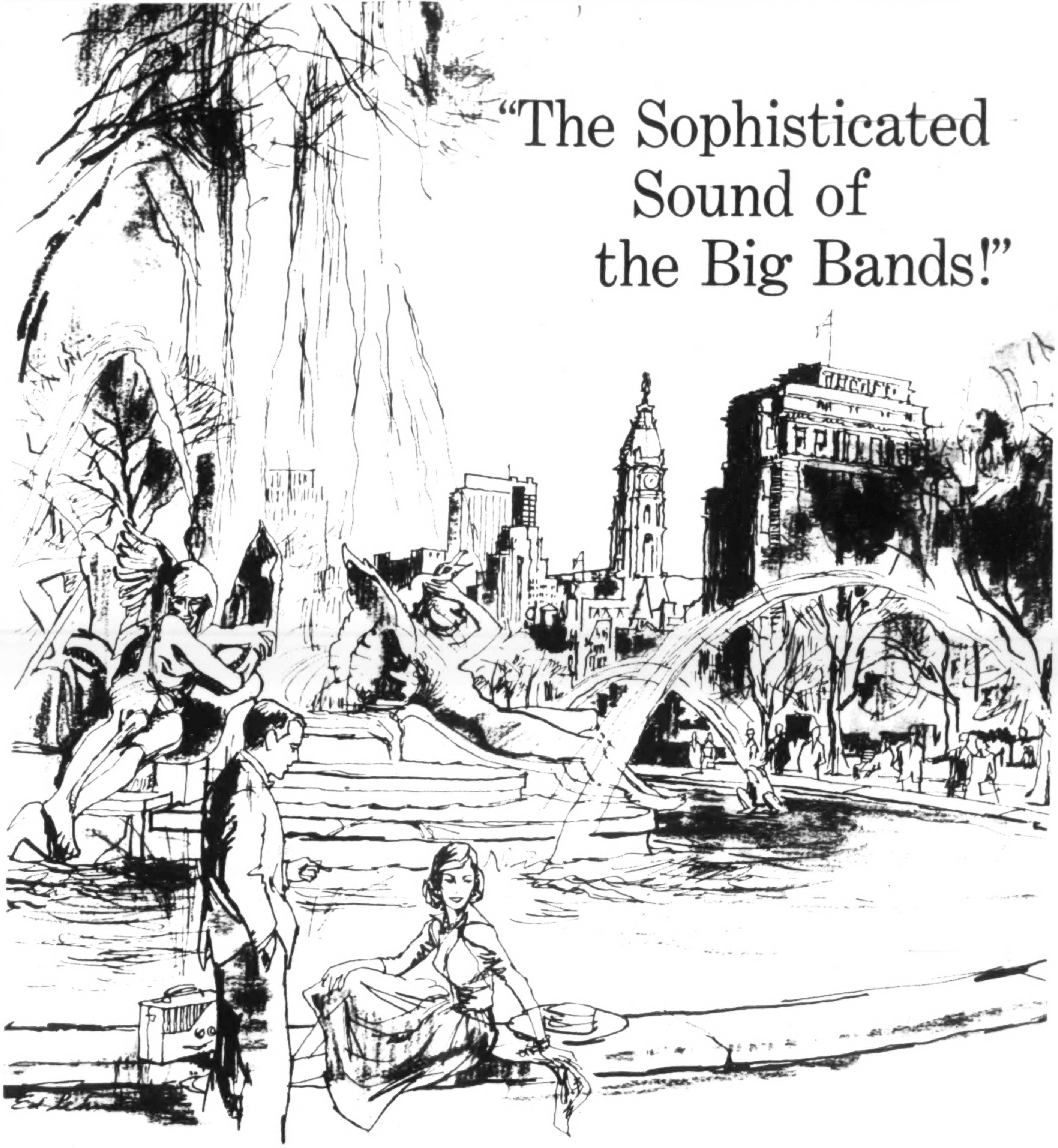
Paul F. Downing has joined Baker, Johnson & Dickinson, Milwaukee, as an account executive. He formerly was a vp and account executive for L. W. Ramsey Advertising.

Appliance Service is big Business

For facts about this fast growing industry ask for your copy of Market File "A".

ELECTRIC APPLIANCE Service News

505 N. LaSalle St., Chicago 10, Ill.


"The Sophisticated Sound of the Big Bands!"

This is the one radio station in Philadelphia whose Sophisticated Big Band Sound reaches concentrated adult audiences whose individual purchasing power is greater than that of any other audience drawn by any other radio station in Philadelphia.*

WRCV RADIO · 1060 · PHILADELPHIA

Sold by NBC Spot Sales • Owned and Operated by the National Broadcasting Company *Source: Pulse, Qualitative Report, May 1960

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

'Adman's Irate Wife' Draws Sympathy; Some Say Same Job Conditions Prevail All Over

In our Nov. 7 feature section we ran a letter from an agency man's wife under the pseudonym of Ruth Newmar which scored the agency business for its capricious and cruel handling of employes. We asked for comments. We got them. Excerpts from these letters are printed below. In many cases, the writers asked that their names not be used, for obvious reasons, and we have, as always, respected this wish.

To the Editor: Hurray for Mrs. Newmar, whoever she is! After ten years as an executive secretary in two large agencies, I've seen the situation she describes in the Nov. 7 ADVERTISING AGE happen to everyone from art directors to vps with distressing regularity.

Admittedly, the men in question may have been overpaid for their actual talents, but that's the fault of a business where a man is hired at $15,000 a year minimum and then frequently fired before he has a chance to prove whether he's worth even half of it. (The fact that he might not be worth that much in any other field of endeavor isn't pertinent, as he's in a business where this is the accepted wage scale.) And, since in advertising "big talk" invariably replaces "big effort" as the touchstone for value, who can estimate his actual worth?

Much as I sympathize with Mrs. Newmar and the many wives who have to live and raise families with this lack of any security, I can't see how the situation can be corrected. After all, if the almost unceasing "little chats" with prospective employes were eliminated, many of the top executives would be left with nothing to do between late luncheon and early departure but doodle.

Incidentally, should you publish this, may I too request that my name not be used, as I must still earn a living in this business. The only time I tried to get into a more stable industry, I was told, "We prefer not to hire the advertising agency type."

A Sympathetic Secretary.

•

To the Editor: . . . I have come to believe that there is a certain type of person who should never get into the agency side of the business. There is also a type who would wither and die on the client side. I have met several agency men who have no business on the agency side because their *wives* cannot stand it. I suspect that Mrs. Newmar's husband is one of these. . .

The willingness to struggle separates the agency-type people from the client-type, generally speaking. There also must be a willingness to sit out on a limb all alone, as Young & Rubicam puts it so well. . .

No man with integrity, ingenuity, initiative, and talent has to leave the agency field . . . Maybe he can't find a $25,000-a-year job, but if he really is something more than a cocktail-balancing, uninterested, 9-to-5 errand boy, he can earn some very good money and enjoy his work—both of which are important.

Where I work, we are ourselves, we dare to be different, and it pays off. Only yesterday we acquired a new client who told us that he was impressed by the fact that we put on no dog-and-pony shows, no fronts, no disguises, no play-acting.

My wife is well aware of the hazards of the agency business. She knows the risks involved in being in a business where you can do ten jobs right and one "wrong," and lose the account. She also knows that the solution to this is to deal with fair clients, to take on only those accounts you know you can handle, and to do your best for them. I suspect she knows more about the agency business than Mrs. Newmar, who seems only to know a lot of gossip, and one case of agency breakup.

The flaws that led Newmar's agency to lose three big accounts in quick order must have been apparent long before the accounts left. Maybe he was more interested in a big pay check than in solidity. My wife expects me to have more sense than to grab for short-term gain, and to hell with the future. She also has enough faith in herself and in me to know we will always manage. She would never whine about "the system" because I lost one job.

Judging from Mrs. Newmar, Mr. Newmar belongs on the client side, where change is very slow in coming. She doesn't sound too adaptable. Or he should leave the ranks of the front men and join the working advertising men. There are plenty of them, but there will never be too many, so he certainly will be welcome.

George Johnson,
Webster Groves, Mo.

•

To the Editor: . . . After 3¼ years with a multi-plant corporation and one year with a publisher, I can say from experience that Ruth Newmar's plight is not in any way limited to the advertising field. As a corporate pr man, I saw men and their families transferred across a state or even the country, only to be laid off after six months or a year on the job, because of business "dips." These men had the same problems of "keeping up with the Joneses" that advertising men have. When you join the corporate way of life, it is taken for granted that you will live up to your income and travel in circles "befitting your rank."

Mr. Newmar was let go because his specialty was no longer needed. Likewise, I saw men with larger families, more living expenses and more responsible jobs than I had leave our company while I stayed. The reason—my specialty was needed at that particular time, or maybe somebody liked me. Their specialty was not needed.

There are many other reasons for "terminating" people that seem less fair to the victim. A change in command of a corporation or a division is sufficient reason. A man might be transferred to a division of a firm, moving family and belongings and selling his home, to work on the development of a new product. If the product is a bust, he might as well be out the door. . .

Mrs. Newmar—If your husband was actually happy in the agency business, let him reflect on the good times he had. Let him take stock of his abilities and perhaps he too can turn this into a "temporary setback." If his bad luck continues, you may damn the man he worked for and the account that left. You can damn the whole world.

But please, Mrs. Newmar, don't blame the advertising business or any single business for the sad condition that is practically universal.

Bill Freeman,
Pairan/Shepard Advertising,
Akron, O.

•

To the Editor: . . . I suppose men and their families must pay the price—insecurity—in exchange for the glamor and big salary, however long they may last. My husband has been in the agency busi-

SUPPORT WORTH SEEKING

"Members of the 'financial community' are almost invariably found among the leaders in all community activities.

By Tom Adams
President
Campbell-Ewald Company

"Their influence extends far beyond their financial interests, for there is scarcely an institution or organization that doesn't depend upon them for help and guidance.

"Their confidence and support counts heavily in customer relationships and distribution relationships, as well as in financial matters.

"It is just good, sound business to keep such leaders well informed about your company plans, policies, and products."

SPONSORED BY BARRON'S, THE NATIONAL AND FINANCIAL WEEKLY

A DOW-JONES PUBLICATION

the answer was
$175,000,000,000!

In a questionnaire sent to every 17th name on the Barron's subscriber list, Benson and Benson, independent research specialists, asked this question: "Do you manage or influence the flow of institutional funds?"; and then, "If yes, would you estimate the approximate total value of such funds that you manage?"

Applying the answers to the circulation from which this sample was taken, you come up with these remarkable facts:

■ Barron's subscribers manage such large sums of money that their total is greater than $175,000,000,000!

■ The average fund managed by this select group is more than $17,000,000 per man!

What an advertising audience this is for the wide-awake corporation. In this one publication, the corporation can sell its ideas, policies, products or services to the really influential core of the financial community. The huge sums others entrust to Barron's subscribers are truly indicative of their positions and influence in the world of money.

We think you'll be interested in some other facts about the people who read Barron's. Information about their ages, wealth, incomes, occupations and influence has been assembled from the Benson and Benson report and is available in an easy-to-read booklet.

For a copy, write or call any Barron's office.

BARRON'S

. . . where advertising, too, is read for profit!

NEW YORK 50 Broadway
CHICAGO 711 W. Monroe St.
BOSTON 388 Newbury St.
LOS ANGELES 2999 W. 6th St.
CLEVELAND 1325 Lakeside Ave.

A Dow-Jones Publication

ness for 25 years, and loved it—the way a man can love a woman who doesn't always return his love. His education, personality and experience mean nothing now—he is an 'old man' at 49. One well-known agency, we hear, is on a 'youth-kick', hiring men right out of business school instead. I refer to the New York area.

And isn't it hilarious when a new account comes to the new agency . . . bringing with it the identical men who worked on it at the old agency, while loyal, experienced account executives are bounced for various reasons such as their own budgets being cut or because a product man (who has already had four good agency men fired because *he* is a failure himself) didn't get along with the fifth man to do him battle.

Don't we wish that product man and his wife could know how many families he has thrown into turmoil, outstanding work records he has spoiled, wives who will have to get to work and hope to get the children through college somehow. Let's get an agency psychiatrist for some of these clients and spare the innocents.

The reason they get away with it, men, is because there are few *men* in the agency who will exhibit loyalty and integrity and stand up for their own—you'll probably lose the account eventually anyway, so why don't you tell the client *you* have the experts *they* are paying you for. They might respect you for it, and boot out the little man who wants to write all the copy himself. Then he could join an agency and be a copywriter, which was probably his secret yearning anyway.

So let's send our sons to M.I.T. or Cal Tech or Cornell for Hotel Managership—to specialize, to be an expert in his field and not a liberal arts grad who wanders into advertising where there is little loyalty, a lot of sham, and when he's dropped after years of service, he is unfit for any other field. Where you have one foot in the grave at 40, and experience doesn't mean as much as belonging to the right country club.

Janet Saunders,
Darien, Conn.

• • •

Beat This Guarantee, GM, Ford, Chrysler, Etc.!

To the Editor: Roy Ketcham, DeSoto and Plymouth dealer in the Fishkill, N. Y., area, seems to be going a bit soft in his declining years, as witness the used car guarantee enclosed.

Mr. Ketcham agrees to make any repairs or replacements necessary to used cars sold by his agency and promises not to charge more than 100% of the normal charge for such repairs and replacements.

Not like you, Roy!

George O'Donnell,
Beacon, N. Y.

• • •

Conservationist Objects to Benton & Bowles' Tree Ad

To the Editor: Benton & Bowles should take a second look at their full-page advertisement in your Oct. 24 issue, on Page 99. Here is what they *really convey:*

1. *Their* concept of an American (not anybody else's concept).

2. He has just chopped a motto across one of the most magnificent trees possible to locate that photograph. Said tree exceeds 15' diameter at the base—15' off the ground, the diameter is about 12'.

3. A substantial percentage of intelligent Americans have the impression that the advertising agencies will destroy or damage anything in their paths to the acquisition of a dollar.

4. Some number of Americans are keenly aware of the emergency facing us in conservation of natural resources. Obviously, Benton & Bowles could not be selected for a conservation program, as it would take too long for them to understand the idea.

The advertisement calls itself, "A strong simple selling idea, dramatically presented." They sure got their point over, and now we know where they stand on points presented above.

Harold A. Kuhn,
Certified Public Accountant,
San Francisco.

Benton & Bowles did no "damage" to that magnificent tree except what an artist could do with a photo and a little white ink. The humorous illustration makes its point, and we don't think B&B qualifies as a despoiler of America's natural beauty.

• • •

Verification by Western Union Now Classified 'C' by BPA

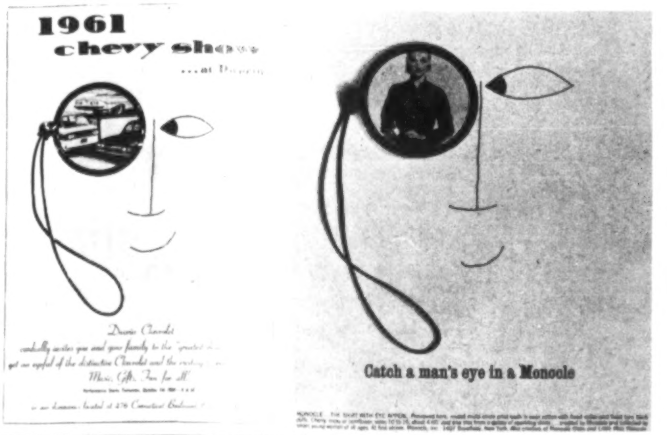
To the Editor: It has come to our attention that an erroneous report has been circulated among members of BPA pertaining to the acceptability of circulation verification by Western Union.

The headquarters office of BPA informs us they have released a letter together with exhibits to all members which should clarify the matter.

This is to inform you that verification by Western Union is classified as "C," "Field reports obtained by Independent Field Service Organizations." This is a raise from a "D" to a "C" classification.

We hope in the near future to be able to inform you that verification by Western Union, with certain requirements, will be raised to a level above "C." In the meantime, any verifications made now or in the future by Western Union will be duly recognized by all BPA auditors.

C. T. Baumgart,
District Manager, Western Union Telegraph Co., New York.


1961
chevy show
Dworin Chevrolet
Music, Gifts, Fun for all
Catch a man's eye in a Monocle

Raised Monocled Eyebrow Department

To the Editor: There's more than meets the eye in the ad for Dworin Chevrolet.

Our client, Monocle Inc., maker of women's blouses, launched its "catch a man's eye in a Monocle" theme in early August in the *New York Times Magazine*. In the Oct. 6 issue of the *Hartford Times*, we were surprised to see our theme staring right back at us. Only here, three Chevy's had replaced our model in the Monocle.

A case for raised eyebrows and red faces.

Richard L. Gilbert,
President, Gilbert Advertising Agency, New York.

Juvenile Decency

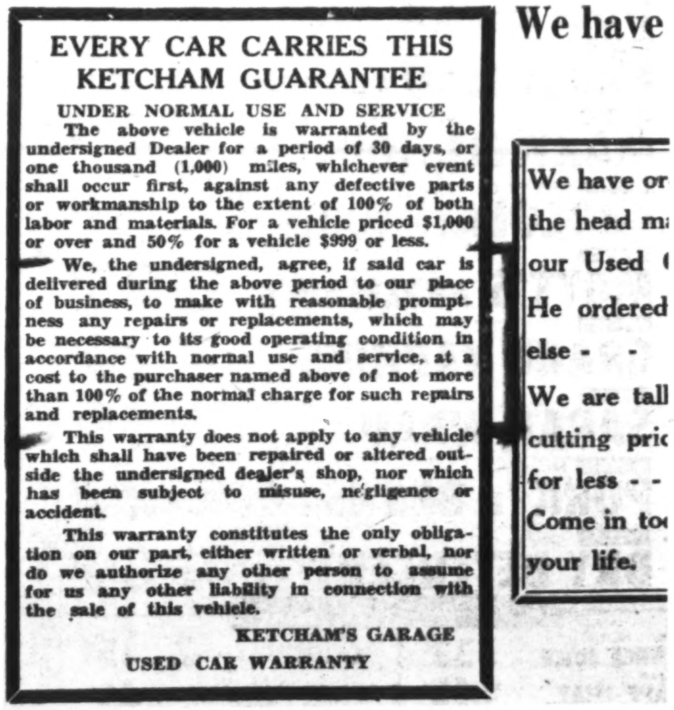
The New York Mirror Youth Program, started in 1941, has been called:

"The greatest single force for good citizenship among the young people of New York."

Last year 119,388 boys and girls participated in 32 cultural and athletic activities of this Youth Program, watched by 1,279,042 spectators.

It's one solid reason for the loyalty and responsiveness of Mirror families —the cream of the mass market.

Make
The Mirror
a MUST!



EVERY CAR CARRIES THIS
KETCHAM GUARANTEE

UNDER NORMAL USE AND SERVICE

The above vehicle is warranted by the undersigned Dealer for a period of 30 days, or one thousand (1,000) miles, whichever event shall occur first, against any defective parts or workmanship to the extent of 100% of both labor and materials. For a vehicle priced $1,000 or over and 50% for a vehicle $999 or less.

We, the undersigned, agree, if said car is delivered during the above period to our place of business, to make with reasonable promptness any repairs or replacements, which may be necessary to its good operating condition in accordance with normal use and service, at a cost to the purchaser named above of not more than 100% of the normal charge for such repairs and replacements.

This warranty does not apply to any vehicle which shall have been repaired or altered outside the undersigned dealer's shop, nor which has been subject to misuse, negligence or accident.

This warranty constitutes the only obligation on our part, either written or verbal, nor do we authorize any other person to assume for us any other liability in connection with the sale of this vehicle.

KETCHAM'S GARAGE

USED CAR WARRANTY

We have

We have or
the head m
our Used
He ordered
else - -
We are tall
cutting pric
for less - -
Come in to
your life.

MAGAZINES
Complete YOUR SELLING PICTURE
RADIO
TRADE PAPERS
POINT OF SALE
NEWSPAPERS
DIRECT MAIL
OUTDOOR
TV
Scripto
BALL PEN
PENCIL

Scripto A 675
Service Station
produced by AMD

Award Winner:
Chicago Fed. Advertising Club
Variety Store Merchandiser
Point of Purchase Adv. Institute

with an Ad Metal
MERCHANDISING DISPLAY

Shelving your product at the point of sale can be mighty expensive. You can lose your investment in other media and your opportunity to increase sales.

An Ad Metal merchandiser, custom-designed for your product, can close the sales your other advertising has opened.

Let AMDCO help put your product in Selling Position.

Send for full color brochure showing how successful merchandisers use Ad Metal Displays to close more sales . . . more profitably.

ADVERTISING METAL
DISPLAY CO

CHICAGO 50 • 4621 West Nineteenth Street / Bishop 2-1242
NEW YORK 36 • 11 West 42nd Street / LOngacre 4-8255

This brilliantly colored Ancient God, some 1500 years old, was found in a recently discovered Mayan tomb in Tikal, the mysterious, holy city of the Mayas in what is now Guatemala. Similar gods are found in all Mayan ruins throughout Latin America.

This Seated Torso is by one of South America's most outstanding sculptors—a Bolivian sculptress whose name is Marina Nunez del Prado. She turns the hard basalt of the Andes into the soft, sensual, flowing lines that are a hallmark of her sculpture in all its forms.

IN LATIN AMERICA...

the ways and the outlook of the people are changing. New forms mingle with the artifacts of an ancient and great civilization. Today the people of the Americas are building modern nations where once dwelt the Mayas, the Incas, the Toltecs, and the Aztecs. The artistic development from the primitive to the sophisticated symbolizes the growth and progress of the South American people.

Latin Americans have a LIFE of their own—in their own spirit, in their own idiom. LIFE EN ESPAÑOL has a circulation of 370,000* and more than three million readers each issue. These readers—the great majority leaders in business, government and community life—look to LIFE EN ESPAÑOL for a clear, colorful, comprehensive picture of their hemisphere and their world. (A picture which is vividly drawn in authoritative, often exclusive articles and photographs.) They are your best customers in Latin America . . . and you can reach them best in LIFE EN ESPAÑOL.

LIFE
EN ESPAÑOL

Rockefeller Center
New York 20, N. Y.

* And *four* effective ways of using it. LIFE EN ESPAÑOL provides four different editions to pinpoint your market: the edition for all of Latin America, and regional editions for the Caribbean area, Mexico, and all but Mexico.

Photographed for LIFE EN ESPAÑOL by Thomas McAvoy and Fritz Goro.

Advertising Age

Feature Section

CM Attacks Worn-Out Mattress Claim

New Type Faces Are Imports—Butler

Bedell Criticizes Deceptive Ad

House Organ Editorials Venture Forth

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Advice to Copywriters . . .

Leo Burnett Urges: Don't Be Dull, High Falutin' or Clever with Words—Be Simple, Believable, Different

Leo Burnett, one of advertising's noted copywriters, gave a talk to the Chicago Copywriters Club in October which amounted to a sort of "Copywriters' Guide to Greatness." Among the points he drove home was that successful copy can no more be a dull recitation of product facts than it can be fancy or cute with words. "One of the basic concepts of our shop," he said, "is that there is what we call 'inherent drama' in every product, and that our No. 1 job is to dig for it and capitalize on it, rather than taking the easy way out and leaning on contrived devices and far-fetched associations." Mr. Burnett's talk, covering ways to tackle the job and including many things he thinks copywriters should (and should not) do, is presented here, nearly in full.

By Leo Burnett
Chairman, Leo Burnett Co., Chicago

Hardly a week passes that I don't get a letter from a young man or woman, a college professor or somebody asking me if I think there is as much opportunity in the creative end of the advertising business today as there was when we set up shop a little over 25 years ago.

My answer is always an emphatic "yes."

I take the attitude that advertising was just invented yesterday. By that I mean that advertising should not be regarded as a static, formalized business, but a fluid and dynamic force in modern communications. I believe there is an unlimited opportunity in the business for any creative person who approaches it from that point of view.

What opportunity do you want? What rewards? Money? Satisfaction of accomplishment? Responsibility? Prestige? In my view the advertising business offers all of them today as it never has before.

To spell out the modern creative man's opportunity as I see it, I first have to tell you where I think a lot of creative people go astray. This applies equally to both print and tv writers.

Three Ways for Copywriters to Go Awry

First, what often happens is, the writer becomes too self-consciously professional when he puts a sheet of paper into a typewriter or chews a big black pencil with a piece of white paper staring him in the face. He seems to say solemnly to himself, "Now I am about to write a piece of copy," or a commercial, as the case may be.

His muscles tighten. That gray stuff in his skull starts to jell and he starts to itch in strange places. He changes from a human being into a copywriter.

■ As a result of this deoxidization, and ossification, what comes out is likely to be one of three things:

- **1.** A dull recital of self-evident facts.
- **2.** A high falutin' rhapsody or plain bombast.
- **3.** A demonstration of his own cleverness with words.

If he wrote letters to his friends in the same tone of voice, he wouldn't have very many friends very long.

■ **Now, it isn't fair to do all this scolding without trying to give some examples. Let's take a can of peas—Green Giant brand peas, to be exact.**

One writer might do it this way:

If you want the best in peas,
you want Green Giant.

Green Giant Peas are carefully grown and packed to assure you of ultimate flavor satisfaction.

Leo Burnett

These big tender peas are the best-selling peas in America because they are best liked.

Get some from your grocer today.

■ That's an example of what I mean by a dull recital of facts. Another writer, who is given to superlatives, might conceivably indulge in copy like this:

The big green jewel
of the vegetable kingdom.

You never knew a pea could be like this—dewy-sweet, June-morning-fresh and overflowing with full pea flavor.

This is no ordinary pea. This is a Green Giant pea, the big green jewel of the vegetable kingdom. Serve it with pride on a candlelit table and don't be surprised if your husband holds your hand a little tighter.

■ A third writer, overwhelmed by his own cleverness, might go at it this way:

The peas plan
that ends vegetable wars forever.

The Green Giant, who is just about as big as a corn and pea man can get, has a plan that guarantees peas on earth forever —peas on earth, good will toward men.

According to this plan, you just reach for a can of plump Green Giant Peas. They're so sweet and tender that the worst vegetable hater in the family will surrender and nobody will call it a-peasment. Get some from your good old grocer, like now.

■ **What I think a lot of advertising writers lack is what I call an attitude of "intelligent daring."**

After soaking up all the facts about a product, letting them percolate, and deciding on what he intends to say, and how, a good writer will let himself go with a combination of reason, emotion and hunch, spilling out with uninhibited warmth and candor, still remaining in the realm of reality.

This copy will probably contain some brilliant flashes of insight and may sound pretty good when he proudly reads it to himself or shows it off to another writer in the next office.

Think Your Copy's Hot Stuff? Ask Yourself These Questions

Even if he has gotten this far, this is where even a good writer will often stop. He turns in the copy and rushes out to catch the 5:08. The *really* good writer, on the other hand—the pro—will take a second and third look. He will ask himself such questions as these:

- "Does this copy track from headline to sub-heading right through to the last sentence of body copy?"
- "Is there any irrelevant or repetitious garbage that could come out?"
- "Is this merely a good piece of writing, or will it make a sale?"
- "Is there anything here that sounds like hogwash?"
- "If I were on the other end of this piece of copy, would *I* believe it and act on it?"

■ After such an analysis, this piece of copy, assuming that it was soundly conceived in the first place, will probably come out about half or two-thirds its original length and will take the reader by the hand, leading him without a single misstep to an inescapable conclusion.

If you can't turn yourself into your customer, you probably shouldn't be in the ad writing business at all.

If you think you are in Literature rather than Selling, and if you don't get your kicks out of this business through sales results, you are in the wrong business, and I'll excuse you from listening to the rest of my remarks.

■ In preparing for this talk I ran across a copy of a speech by J. Sterling Getchell back in 1935. He said:

"I wonder if any of you remember Mr. Pickwick's friend, Jack Hopkins, the young surgeon in Dickens' novel. Hopkins thought an operation was successful if it was skillfully done.

"Mr. Pickwick, on the other hand, thought it was successful if the patient got well.

"It seems to me there's some good horse sense in Mr. Pickwick's philosophy that might be applied to this business of making advertisements.

"Skillful work may attract a lot of attention. But the real art in advertising comes in making it pay."

■ The overriding problem of course is to have something worth saying in the first place. It is the awful emptiness of content in advertising, I believe, that leads to much of the dullness, rhapsody, cuteness and ineffectiveness.

I am amazed by the continuing flood of confused and incoherent ads that are still finding their way into the expensive pages of magazines and newspapers as well as in tv commercials. By incoherence I mean advertising in which words and pictures fail to work together, and reinforce each other, in the delivery of a single impression and a single thought.

As Draper Daniels of our shop puts it, "The best writing makes pictures in the mind." You have heard that before, but he goes on to say, "The best advertising art, whether in print or tv, makes *words* in the mind. You are able to verbalize what the picture says to you."

When you succeed in putting together

words that make pictures and pictures that make words, and they both say the same thing, you are apt to have good advertising, providing that you have something worth saying in the first place.

▪ I have always felt that perhaps the real key to this nebulous thing called "creativity," is the art of establishing new and meaningful relationships between previously unrelated things in a manner that is relevant, believable and in good taste, but which somehow presents the product in a fresh new light.

The reason we don't find more of these new relationships, I believe, is that in this insular world of advertising, there is too much inbreeding: not only writers who simply work a variation of someone else's idea, but who take the same ideas with them from agency to agency . . . who never break out of the cocoon of sameness.

When we hire a new writer, we like to feel that he is primarily a good writer with new worlds to conquer. We don't hire him to get warmed-over versions of what he did at the XYZ agency.

You Don't Have to Be Offbeat to Be Interesting

One of the basic concepts in our shop is that there is what we call "inherent drama" in every product, and that our No. 1 job is to dig for it and capitalize on it rather than taking the easy way out and leaning on contrived devices and far-fetched associations. I don't think you have to be what they call "off-beat" to be interesting. A truly interesting ad or commercial is "off-beat" by its very rarity.

Today we have both pictures and words at our command for the expression of this inherent drama, whether it is in a package of cigarets or a high-priced automobile.

The graphic arts have advanced so far, and with tv the predominantly visual medium that it is, I sometimes feel that good writing is rapidly becoming a lost art in advertising.

▪ My own convictions about individuality and inherent drama, as it pertains to writing, were born, I guess, in school. I have culled from my scrapbook a passage from de Maupassant describing his literary training under Flaubert in 1875. At the expense of sounding academic, I am going to read a passage from it:

"Talent is a matter of considering long and attentively what you want to express, so that you may discover an aspect of it that has never before been noticed or reported. Even the slightest thing contains a little that is unknown. We must find it. To describe a blazing fire or a tree in a plain, we must remain before that fire or that tree until they no longer resemble for us any other tree or any other fire.

▪ "That is the way to become original.

"After repeating over and over again this truth, that there are not in the entire world two grains of sand, two flies, two hands or two noses that are absolutely the same, he (Flaubert) made me describe, in a few sentences, a being or an object in such a way as to particularize it clearly, to distinguish it from all the other beings or all the other objects of the same race or kind.

"Whatever you want to say, there is only one word that will express it, one verb to make it move, one adjective to qualify it. You must seek that word, that verb and that adjective, and never be satisfied with approximations, never resort to tricks, even clever ones, or to verbal pirouettes, to escape the difficulty."

TV Is Special—Know Its Techniques

Although I have tried to make these remarks apply to both print and tv writers, I would be unrealistic if I did not point up the very special opportunities that exist in tv. This medium is so big and got that way so fast, that sometimes I wonder if we'll ever develop quite enough good people to handle it well.

To illustrate this point, tv billing in our agency was so small in 1950 that it wasn't even broken out by our accounting department as a separate medium. It was lumped in with radio.

The next year tv was 18% of our billing. By 1954 it was 50%, and it hasn't dropped below that since.

Too many people entering the field today simply have not provided themselves with the fundamental knowledge and understanding of techniques so important in this medium.

▪ Tv obviously calls for an interesting new complexity of skills. Just as a good print man concerns himself with typefaces and sizes, photography versus wash-drawings, etc., so a tv creative man may well undertake to learn the techniques and mechanics of his branch of the graphic arts. Not because they're important in themselves, but because they provide the means to the end. He is always bucking obstacles to good effects —not only his own limitations as an idea man, visualizer and writer, but also the inexorable facts of time and money (i.e., production costs).

Knowledge of the technical aspects of tv frees a man to create commercials which have a chance of being sound psychologically and strategically—without these commercials losing their fragile and intangible virtues in the hands of unseen and possibly unsympathetic craft workers on down the production line.

▪ Of course "a piece of copy" and a "television commercial" are not the same thing. It is difficult, and sometimes downright impossible, to separate the "copy" from the rest of a commercial. In a television commercial the writer creates a sort of "cake" from many ingredients—and once mixed together and baked, you cannot pull out the eggs or the flour or the milk.

You cannot create a good commercial without thinking and planning in terms of a sequence of ideas and of total effect —without creating pictures and mood and movement that are as vital to the final result as the words are.

Is He 'Pro' or Amateur? Count His Calluses from Criticism

Every creative person has his own special personal problem which involves his emotional adjustment to the facts of advertising life. His ability to face up to the problem is the difference between the pro and the frustrated amateur.

The special problem I mean is this: Unlike most other—perhaps unlike all other—practitioners of advertising, the creative man must expose himself to the judgment and criticism of the people who have to say "yes" or "no" to an advertising creation.

▪ In the lonesome caverns of his mind, and in his private viscera, he develops a *thing* of some kind—an idea, a technique, a phrase, a graphic design, whatever. It strikes him as appropriate to the problem he's trying to solve—it seems accurate, and sound, and hopefully new and fresh and desirably different.

He may not know quite where it came from, but here he is with a creation. He's proud of it, and yet a little deferential. He tries to be objective. It's not good, he knows, simply because it's his. Yet he also knows it's not bad simply because it's his. But before it can become accepted and invested in, it has to be put on public display before individuals or whole committees of people appointed to judge it.

Now, any creative man with more than a few weeks' experience manages to work up protective calluses; he tries not to let the problem get him emotionally, and if he's a pro, he commonly succeeds. But he knows that this is his life—that he's no better than his next creation, that he's always on trial, and that his life is in multiple, continuing jeopardy.

I have seen writers start to go downhill when, after their ideas have been shot down in flames, apparently say to themselves, "All right, if that's the way they want it, that's the way I'll do it. That's apparently what I'm getting paid for. Why should I fight another battle on this idea when I'm probably going to lose in the long run, anyway? Why knock myself out for that unappreciative bunch of so-and-sos?"

Lick Your Wounds, Return to Battle

I knew one very cynical young writer who said after a meeting, "All clients are s.o.b.s until they prove themselves otherwise." And I am sure he included committees in this indictment. At least he was gracious enough to give the client another chance.

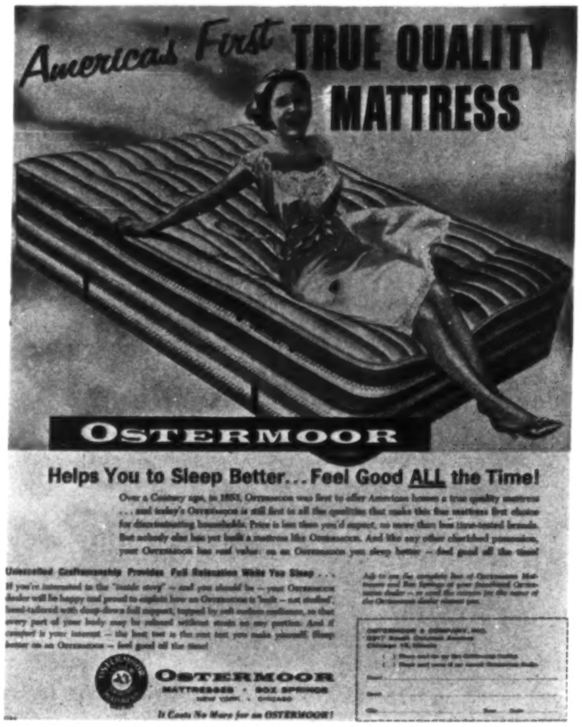
I recall also a tv writer whose work had just been torn apart by the creative review committee. As he left the room, I heard him mutter, "The score for today —Lions 3, Christians 0."

I have seen other writers turn pro almost overnight and start sharply uphill. After leaving a meeting with blood on their shirts and after licking their wounds, they apparently indulged in a little honest self-examination. Then they went back to work on their next creations with continued confidence in themselves, hardly able to wait until they could return to the field of battle.

There is no excuse for the writer writing a dull piece of copy or a dull commer-

The Creative Man's Corner . . .

Is 'Cherish' the Word?

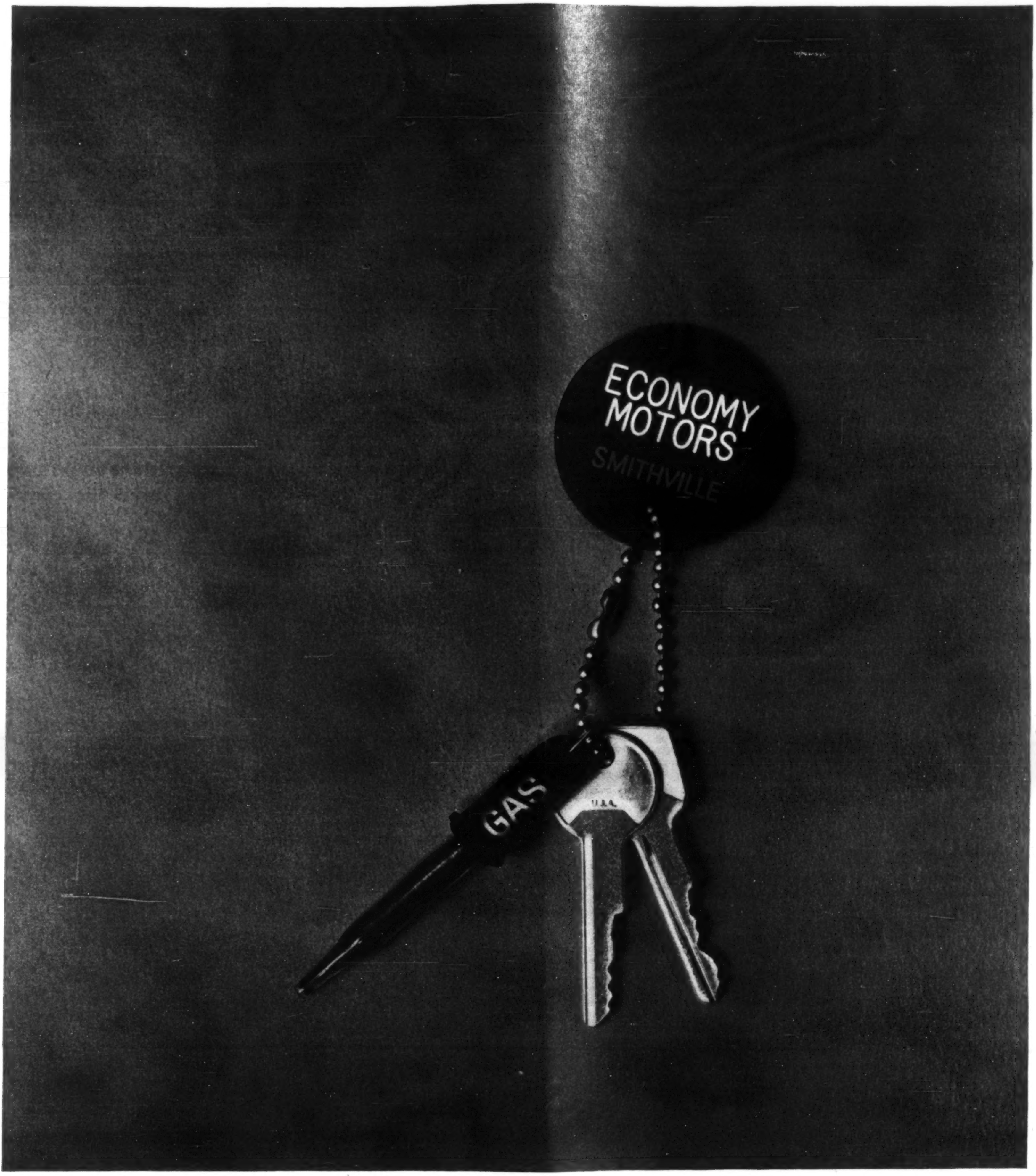

America's First TRUE QUALITY MATTRESS
OSTERMOOR
Helps You to Sleep Better... Feel Good ALL the Time!
Unexcelled Craftsmanship Provides Full Relaxation While You Sleep . . .
OSTERMOOR
MATTRESSES · BOX SPRINGS
NEW YORK · CHICAGO
It Costs No More for an OSTERMOOR!

This ad must have been approved by the client on the very first submission. Or, it may have been, this is the version written by the client after the original submission was killed.

In any event, this is definitely client-oriented advertising. Only the client's enthusiasm can be whipped up by such a worn-out claim as "America's First True Quality Mattress." (Aside to client: Do you really, genuinely believe that a consumer, reading this statement, will take it literally?)

The text, too, reads as if it were written chiefly to make the client feel good. "Over a century ago, in 1853, OSTERMOOR was first to offer American homes a true quality mattress . . . and today's OSTERMOOR is still first in all the qualities that make this fine mattress first choice for discriminating households." If anyone were attempting to parody the ridiculous blinker-quality of all too much advertising copy, this is surely what he would write. How incomprehensible it is that otherwise-practical business men will spend countless dollars—even tax dollars—on such wholly incredible nonsense as this!

The Ostermoor is likened, for example, to "other cherished possessions." Like what—a fifth of pre-First-World-War bourbon? Of all movable pieces of household equipment, a mattress is closest in reaction to the most immovable. Like a floor. Or a wall. Or a ceiling. It's there, and that's about all. And manufacturer-oriented copy such as this isn't going to change the situation. #



A strong simple selling idea . . . dramatically presented

You're looking at the world's first gas dropper. We dreamed it up to get you to ponder this: Which car costs least to run?

If you're slow to answer, don't blame yourself. Too many advertisers, in too many fields, are depending on insistence and persistence alone.

That's not enough today. You have to say it in a way that gets you heard—sets you apart—and makes you remembered.

It's a principle we've put to work rather successfully for a blue-ribbon list of clients—none of whom, by the way, makes a motorcar.

B&B
BENTON & BOWLES, INC.
New York, N. Y.

cial because "that's how our client is" or "they make us put in all that junk."

The real pro in this business is the guy who can take the stickiest sort of writing job—like the one where a client almost guides the writer's fingers—and make it something effective, and at the same time, keep his self-respect as a writer. That's what "being creative" means—it means being creative about *how* you're creative!

Save me from the writers who want it all their own way! Save me from the cry-babies!

Give me a guy who can sit down and figure out a way to satisfy the job in a highly creative and effective way—and satisfy himself emotionally and creatively, too.

As I have observed it, great advertising writing, either in print or tv, is always deceptively and disarmingly simple. It has the common touch without being or sounding patronizing.

■ If you are writing about baloney, don't try to make it Cornish hen, because that is the worst kind of baloney there is. Just make it darned good baloney.

Not only is great copy "deceptively simple"—but so are great ideas. And if it takes a rationale to explain an ad or a commercial—then it's too complicated for that "dumb public" to understand.

I'm afraid too many advertising people blame the public's inability to sort out commercial messages or advertisements in magazines on stupidity. What a lousy, stupid attitude to have!

If the Public Is Bored, Blame It on Bored Admen

I believe the public is unable to sort out messages, not just because of the sheer flood of messages assaulting it every day, but because of sheer boredom.

If the public is bored today—then let's blame it on the fact that it is being handed boring messages created by bored advertising people.

In a world where nobody seems to know what's going to happen next, the only thing to do to keep from going completely nuts from frustration is plain old-fashioned work.

Having worked many, many years for peanuts and in obscurity, I think I know how a lot of writers feel today and I sympathize with them. But I also wonder if a lot of writers aren't downright spoiled.

■ Far too many writers today expect to sit behind their typewriters and be handed all the raw materials they need to build their copy. They expect the merchandising department to bring them all the marketing facts, the account men to bring them all the policy facts, the media men to bring them all the media facts, and the research men to bring them everything else. From this great collection of information they will write a piece of copy; and if they need anything or want the copy taken any place, their traffic or service departments will see that they don't have to run around with a piece of copy.

It wasn't always so. The copywriter had to do much of his own researching. He had to, on occasion, even run around with type proofs and see that they got where they belonged. And, of course, he had to read all his own proofs to make sure that everything was right.

It seems to me that copywriters lost a lot of the feel for their advertisements when they stopped this running around. It seems to me that a great many people would be better writers if they didn't think that their function began and ended behind a typewriter. Curiosity about life in all of its aspects, I think, is still the secret of great creative people. Curiosity—but thoroughness, too.

Thoroughness Is Next to Godliness

I even think it does a copywriter some good to help pack and carry some of those big black bags that are generally entrusted to the account man. I, for one, know that if I had written the advertisement or commercial, I'd want to know that the layout and final art work go with the copy, that the typography is right, that the storyboards are complete, the tapes are finished, that everything is going into the right media, that the ads are properly mounted for showing the client, that it all gets in the black bag, and that the black bag isn't lost in a taxicab.

ART & COPY
WHEE !!
BOB TAYLOR

I have always made a fetish of thoroughness. A thing that separates the men from the boys, in my opinion, is the ability to follow through and make sure all the buttons are in place.

■ Nothing can take the guts out of a good idea faster than a sloppy job of execution. As you know, far better than I, nothing is more burdensome to creative directors when copy is turned in to them than having to unravel syntax, rearrange product facts in their proper order and cope with obscure and irrelevant graphic concepts.

Also, many's the fire that has sprung up in meetings with clients simply because somebody forgot to check the accuracy of a minor copy point, or mistakenly used an obsolete version of the logotype, or overlooked any one of the dozens of fly-specking operations involved in turning out a well-tailored ad or commercial.

■ If this sounds like sermonizing, it's probably because it is. If someone had given me such a sermon when I was starting in this business, it would have saved me a great many headaches early in life, but I had to learn it the hard way.

Now that the buttons are all in place, let's get back to the broader aspects of the problem.

The bigger the business, the wider the range of authority and organizational systems it requires. It can wear a writer down.

I believe that many writers in advertising suffer from an inferiority complex composed of two parts:

1. They feel creatively anonymous.
2. They feel creatively apologetic.

■ Anonymity we can't do much about. Anybody who gets into advertising writing in the first place must recognize that it is an inherently anonymous business. Any writer who really deserves it, however, is bound ultimately to get the recognition he deserves from those whose opinions mean most to him.

The apologetic part of it can be fixed—but only by the writer himself.

I'll attempt to tell you how I think the truly creative writer can overcome any feeling of apology or under-dogism. I don't believe it lies in a simple list of do's or don'ts, because that isn't the secret to a successful and fulfilling creative life at all.

Keep Listening to that Wee Voice

Is there a secret? I think so.

In every one of you there is a wee, small voice in the back of your mind. You might call it your creative conscience.

It's that little voice that tells you just how good that idea of yours is. It tells you when it's a great one—and when it's a bum idea—or a phony idea—or somebody else's idea.

To be really creative, I believe you have to learn to listen to that voice. To trust it—and to act on what it tells you.

And when you hear yourself saying out loud, "I just wrote a great piece of copy . . ." and that wee, small voice says: "It could be a lot better . . ." well, what you do about it at that point marks the difference between an enlightened professional and a so-so-writer.

You, as a writer, have a strange and wonderful talent, if you'll use it. That talent is the ability to live your life and, at the same time, be able to stand off and observe yourself living it, and use what you see to create great advertising.

Your best source of inspiration for ideas, your best copy research, your best test market, your best copy chief is—you.

■ The saddest sight of all is the good creative man who loses confidence in his own judgment and intuition—who tunes out that little voice, and listens only to the voices of other people.

I believe you are closer to the truth about how advertising should be done more often than you realize you are.

The secret is to keep listening to that wee, small voice and don't ever be afraid of getting your hands dirty. #

Tips for the Production Man . . .

Europeans Fill Our Void in Type Production

By Kenneth B. Butler

What with all the furor over the various photo-composition machines and the omnipresent competition between offset and letterpress, one rather significant event in the graphic arts has been greatly unnoticed. That is the demise of the American type designer.

At the turn of the century there were multitudinous type foundries producing in any given year dozens of new faces to feed the printing and typesetting houses of America.

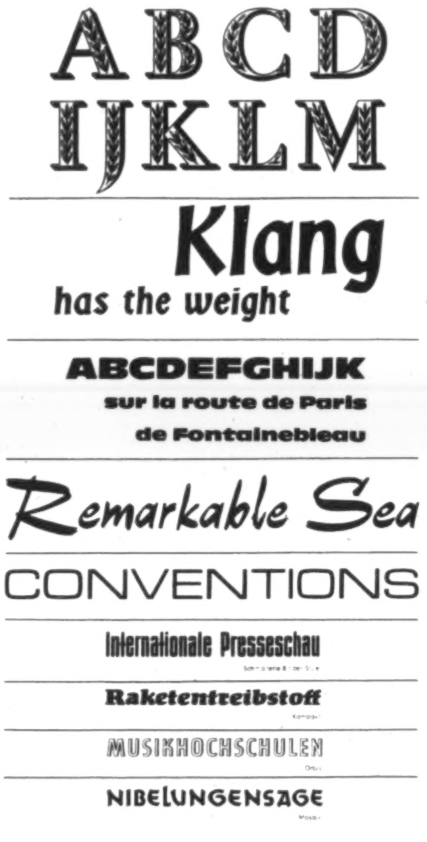
■ One by one, however, these type foundries went out of business or were absorbed by others until today there is only one American firm producing original type faces. And that sole survivor, American Type Founders, has placed but one new type face on the market in the past two years, and even that was merely a bolder weight of a previously issued design, Craw Modern.

Fortunately, however, for the thousands of small printers who still rely and will continue to rely on hand-set type for display work, the design of new type faces remains a very lively art in Europe.

Three importers—Amsterdam-Continental, Bauer, and American Wood Type—have already distributed sizable quantities of European faces on this side of the Atlantic, and you will find Microgramma, Venus, Latin Wide, Reiner Script, Allegro and Melior in constant use in every corner of the U. S.

■ But we have scarcely tapped the rich lode of handsome and utilitarian faces currently used on the Continent. Every foundry there has an ambitious program outlined for the years ahead. One of my confreres, who recently returned from a tour of the Continent which included visits to a number of foundries, has enthusiastically briefed me on what we may expect to see in the near future.

At Societa Nebiolo, Torino, Italy, he met with the noted type designer, Aldo Novarese, who gave him a sneak preview of several forthcoming releases. While it would not be cricket to reveal the details of designs still on the drawing board, it can be reported that the exciting collection includes both Roman and sans serif as well as a highly individualistic Egyptian which could conceivably be our next great novelty type. More immediately available in the United States is a new brush script, Slogan, and the first entries in the 21-member sans serif series, Recta, described in this column (AA, Nov. 21).



NEW FACES FROM OLD PLACES—*Among the interesting new European type designs which soon will be making a major impact on the American market are top to bottom: Molé Foliate and Klang Bold, both produced by Stephenson-Blake in England; Nord, from Fonderie Olive in France; Slogan and the already established Microgramma Light, from Italy's Societa Nebiolo; Binder-Style, Kompakt, Orbis and Mosaik, all from Germany's Stempel.*

Stephenson-Blake (England) has just issued a sedately ornamental item named Molé Foliate, which should prove especially useful in quality book printing. Also of interest from this source is Klang Bold, a modified sans serif similar to but less formal than Lydian.

Stempel Typefoundry in Frankfurt maintains a superb collection of decorative types, including many of the lovely Klingspor faces acquired when that historic foundry was absorbed by Stempel a few years back. Some of the best of these, including Pan, Kompakt, Bazar and Mo-

NOW...

in the Detroit Market advertisers get

ALL OF THE DETROIT NEWS
CIRCULATION . . . PLUS!

The Detroit News

FINAL EDITION

INCLUDING BEST FEATURES FROM

Detroit Times

WEATHER

New Feature Page
17 Extra Comic Strips
Pages 69 and 70

Loyal Troops Move to Meet Saigon Threat

Casey Unable to Decide—So Search Goes On

NOW . . . in one greater-than-ever evening newspaper, readers of The Detroit News and former subscribers to the Detroit Times get all the regular News features plus the best of the Times features, too.

NOW . . . through this one bigger-than-ever Detroit NEWS, advertisers can sell Detroit's mass market more thoroughly and more economically than ever.

NOW . . . one newspaper does the work of two for you! This greatly-expanded, one and only evening newspaper gives you ALL THE DETROIT NEWS CIRCULATION . . . PLUS!

NOW, IN DETROIT, ALL YOU NEED IS THE NEWS!

The Detroit News

INCLUDING BEST FEATURES FROM

Detroit Times

New York Office: Suite 1237, 60 E. 42nd St. • **Chicago Office:** 435 N. Michigan Ave., Tribune Tower • **Pacific Office:** 785 Market St., San Francisco • **Miami Beach:** The Leonard Co., 311 Lincoln Road saik, have not yet been widely circulated in America. But Stempel is not content to rely on its well-stocked reservoir, and has just issued Orbis, an unusual outline alphabet; Binder-Style, an unorthodox sans serif which is particularly interesting in its lower-case "t," and Information, a uniquely stylized, extended Grotesque.

Fonderie Olive, Marseille, also has an unusual sans serif entry in Nord, a black, extended face which reminds you of Airport Black Extended until you notice the unusual distribution of weight, especially noticeable in the upper-case C, E, S and V, and in the lower-case a, c, e, k and t.

Although Nebiolo's Recta and Deberny et Peignot's Univers are the most extensively developed—21 variations each of the new sans serif series—every major foundry is producing something in this line. At the Swiss house of Haas, it is Helvetia; at Typefoundry Amsterdam, it is Mercator; both are already used extensively in Europe.

So there is no reason for the typesetter or small printer to despair. It is true that the United States has fairly well written itself out of the type production picture in a mad scramble to see who can produce the most expensive photocomposition machine, but this void is being ably filled by our friends overseas who are more than willing to share their bounty with us.

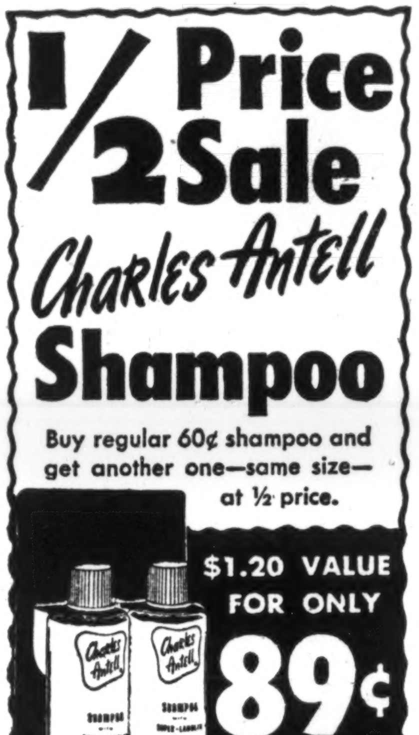
(Note: Stephenson-Blake's United States outlet is American Wood Type, 35 West 3rd St., New York; Nebiolo, Stempel, Haas, Amsterdam, Fonderie Olive types come to the United States through Amsterdam-Continental, 268/276 4th Ave., New York. Both have a great deal of colorful literature which they would be delighted to send you on request.) #

Learning from the Retail Ads . . .

The Cheapskate, Corner-Cutting Ad

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)



½ Price Sale

Charles Antell Shampoo

Buy regular 60¢ shampoo and get another one—same size—at ½ price.

$1.20 VALUE FOR ONLY 89¢

Thrifty CUT RATE DRUG STORES

There isn't the slightest question but that every small or large corner-cutting device indulged in by business men is helping the Communists in their savage war-to-the-death with free America.

Free men can maintain free institutions only so long as in their freedom they are relatively virtuous. When corner cutters become numerous enough, and cut corners consistently enough, society can be made to work only as a police state—and free institutions simply perish.

For over a year, I have been making an intensive study of Communism—and if all advertising men knew what I know, I am quite certain that every such man who wants a free America to endure, would refuse to lend himself to any deceptive, clever, questionable selling schemes or devices.

■ Imagine a business world in which *every man* lied a little or a lot, in an attempt to sell by deception—or to gain sales interviews by deception—or to gain competitive advantages by deception. Chaos would soon prevail and our free enterprise system would succumb under an authoritarian take-over.

What would be disastrous if done by *many* men, the *decent* man will not do for his selfish advantage.

This Charles Antell ad is a mat furnished to retailers—so they may muddy themselves with the manufacturer's dirty stick. This is not a "½ price sale." It is a "¾ price sale."

The only way I can buy a bottle for half-price is to first lay down full price for another bottle. Just go in and ask for a bottle at half price and you won't get it. It is *not* a half-price sale, despite the big type "billing."

If this is a half-price sale—then next month, a jeweler may advertise a HALF-PRICE SALE ON STERLING SILVER. And in small type, he may explain that if you buy six teaspoons at regular price, you can buy a seventh at half-price. There is no logical place for such deception to end.

It is not a justification to cite Rexall or variety store 1¢ sales. Those sales have been so long advertised *with full and prominent explanations,* that everyone knows what a 1¢ sale is.

Similarly, there have been innumerable sales at "Half Off" that mean precisely that. When one says *that* in a headline, one expects it to be true—literally. Antell admits his deceit at the bottom where he advertises: "$1.20 value for only 89¢." This is peculiar arithmetic in small type to explain "½ price sale" in big type.

This country today is locked in a struggle with the most evil and dangerous force ever set loose on this earth—Marxist-Leninist Communism. Our foe has made eminently more headway than the public realizes. The Communists are extremely influential in our schools, our churches, our government, our unions, our munitions plants—everywhere. They are doing everything they can do to weaken our faith in our form of government, in our American heritage, in our civil processes, in our free enterprise system, in Christianity, in religion, in morality. I know no words strong enough fully to express my indignation at men in business who aid in the process of decay, deception, and destruction—in little ads, or big ads, or in any way. #

On the Merchandising Front . . .

When Is a Brand Not a Brand?

By E. B. Weiss

E. B. Weiss

I have in front of me an interesting—if confusingly irritating—document. It is entitled: "Brand Names Foundation Inc.—Its Role in the Marketing Community." It is described as "A statement by Henry E. Abt, President, Brand Names Foundation Inc."

Its opening sentence reads: "As regarded in this statement, a brand name is a *manufacturer's* identification of his product, established by consistent advertising or other consistent communications to the product's users." I don't know whether that description would eliminate Hershey chocolate or a few other great brand names which have not received "consistent advertising," although the store displays that they have won may sneak them in under that qualifying phrase "or other consistent communications." What is the difference, Mr. Abt, between "consistent advertising" and "other consistent communications"?

■ But there is little doubt that this description of what constitutes a brand name is deliberately designed to exclude the brands exploited by wholesalers and retailers—even though these brands may be "established by consistent advertising or other consistent communications to the product's users," as of course they are. And if any doubt remains on that score those doubts must be completely erased when one is reminded in this brochure that "wholesale distributors and retailers are not permitted to be a part of the membership."

Oddly, manufacturers who supply controlled brands to wholesalers and retailers are not denied membership in Brand Names Foundation—which may be fortunate for the foundation, because such a restriction would promptly eliminate many of the proud names from the foundation's membership roster!

This definition of the meaning of the term "brand name" is entirely Mr. Abt's. Having constructed this definition to suit his purpose, Mr. Abt then proceeds to put in their place any and all trade names not embraced by his own conveniently-devised definition. Says Mr. Abt: " . . . there is a recurrent impulse to call words and symbols 'brands' that are not 'brands' by the definition given at the outset of this statement . . . When labels of any kind are called or made comparable to brands . . . *it is time to reiterate sharply and clearly what a brand name is and what it does.*" Indeed it is, Mr. Abt—and this is precisely why I find your brochure so irritating. It doesn't clarify—it confuses.

■ On the international scene, we have become quite accustomed to dialectic double-talk. The formula is always the same—a definition is set up that puts the opposition at a complete disadvantage; and then, with that definition, the opposition is mowed down.

I have never heard any responsible marketing executive define a brand as being solely and exclusively a "manufacturer's identification of his product." I have never heard any responsible marketing executive insist that the term "brand" cannot be legitimately used by a wholesaler or a retailer for his trade names.

And I doubt that any responsible marketing executive ever *would* propose such a definition because—in my opinion—it is utterly insupportable.

■ As a matter of fact, the term "manufacturer" is, itself, a vague entity that even Mr. Abt could not pin down to a precise definition. For example: In some of the hard-goods lines, the so-called manufacturer really merely *assembles;* there is an assembly line in these plants—not a production line. If any assembly line qualifies as manufacturing—then I should imagine that a wholesaler or retailer who has a brand made to his specifications and then packages it, is "manufacturing." How about it, Mr. Abt?

■ But even more confusing—we have, also in some hard-goods lines, examples of brands being applied to products by so-called manufacturers who neither manufacture nor assemble the line to which they apply their brands. Thus, some tv and air conditioning national brands are applied to lines which the brand owners neither produce nor assemble. What is more, there are instances of well-known brand manufacturers in these lines who, at times, ship under their brands, models which may simultaneously be coming off their own production lines and off the production lines of other manufacturers who have plant facilities temporarily available. Under this circumstance, part of the shipments of the brand would presumably qualify under Mr. Abt's terminology: part would not. This is true also of some soft goods lines. But these "manufacturers" are members of the Brand Names Foundation.

■ Take the beauty and health aid lines. Some of the great brands in these classifications are not "manufactured" at all by the brand owners! Big chemical houses do the manufacturing. Yet these "manufacturers" are members of Brand Names Foundation.

Take the canned foods, canned vegetable lines. Here, too, we have at least several brands which are not "manufactured" by the brand owners. And here, too, depending on farm output, seasonal problems, etc., a brand may at times be used on inventory not turned out by the brand owner. Yet these "manufacturers" are members of Brand Names Foundation.

■ I don't know whether Rexall is a member of Brand Names Foundation. If it isn't a member, I don't know whether this is because Rexall doesn't choose to be a member—or because Mr. Abt's definition rules out Rexall. For myself, I find it totally impossible to determine whether Rexall is a manufacturer, a distributor, or a retailer. I *think* Rexall is *all three*—and if this is so, then how does Mr. Abt's neatly-contrived definition of what constitutes a brand apply?

Certainly for some of their brands, Sears and Ward and Penney are "manufacturers" in every sense of the term. But "wholesale distributors and retailers are not permitted to be a part of the membership"—so I assume these three great corporations may not huddle in safety under the protective arms of Mr. Abt. Neither may they properly call their brands, brands. They may merely call them labels, insists Mr. Abt.

■ Some of the great shoe chains also manufacture all of the shoes sold in their stores. They may also actually "sell" the output of their plants to their own stores, taking a legitimate profit on the operation. But they are also "retailers"—and, therefore, they labor under the bar sinister; they may not (according to Mr. Abt) use the term "brand," nor, I assume, may they become members of Brand Names Foundation. International Shoe,

MORE CUSTOMERS

that's what you get when you advertise in NATION'S BUSINESS

Sell the corporate giants . . . plus half-a-million other up-and-coming business firms

When you advertise in NATION'S BUSINESS, you buy values no other publication—general consumer, newsweekly, business monthly, weekly or daily—can offer. First, you get 750,000 ABC circulation—the biggest business and industry package on the market. And, even more important, it's just as big in quality as it is in quantity. Nine out of 10 of its readers are men with a decisive voice in their companies' plans, policies, and purchases.

Here's what you find when you analyze the circulation: coverage of the nation's 500 top industrial firms—with some 23,000 owner-executive subscribers; breadth of coverage throughout business in manufacturing, distribution, finance and business services—with subscribers in some 500,000 medium-sized companies across the land . . . companies which, in themselves, represent a tremendous market for any advertiser who sells goods or services to business.

CONCENTRATES ON BUSINESS

HOW BUSINESS WILL CHANGE

You'll find NATION'S BUSINESS, editorially, an ideal magazine for telling your business story. It's about business, from front cover to back, and business only. Month after month, it gives a useful look ahead at important national issues and tells what businessmen should do about them in their own communities. It pinpoints developments in Washington—in terms of how they will affect business. And it spotlights business problems, throws light on management solutions. Its readers are in a business frame of mind when they turn to its pages—your advertising reaches them at a time when they're open to whatever new ideas or suggestions you may have to offer.

Presidents, Owners, Partners . . .

If you asked your sales department to compile a list of business executives of the size of NATION'S BUSINESS circulation, they couldn't come up with a more important group of executives than you buy in NATION'S BUSINESS. Look at these facts: among NATION'S BUSINESS 750,000 subscribers are 77,250 presidents, 445,400 owners and partners, 2,500 board chairmen, 38,000 general managers, and 53,400 other corporate officers. These are men who shape their companies' policies . . . develop their new products . . . forge their sales strategies . . . okay their purchases of equipment and supplies . . . the men you'd seek out to talk to yourself if it were physically possible to get out around the country and call on all their companies in person.

District Sales Manager finds NATION'S BUSINESS helps solve sales problems:

"Ours is a big-ticket line, and it involves selling an idea or a benefit as much as selling equipment. We have a couple of pretty big industrial customers in this territory, but the solid core of our business is the hundreds of comparatively smaller manufacturers in our sales area. Biggest problem we have is getting to call on them at least a couple of times a year, and then getting in to see them when we get there. We find that we have to call on the men at the top all along the line. These are the only men in a position to buy. And we find that our advertising in NATION'S BUSINESS makes it a lot easier for us to get in to see them. They know our name and our products. So, often when we call, we get right through and are given a good hearing. Our company's advertising is a big help in getting those doors open to us."

Dollar for dollar best buy

Prospect for prospect, and dollar for dollar, you'll find **NATION'S BUSINESS** an ideal basic medium for getting your sales story to "hard-to-see" executives . . . for creating company and product acceptance in advance of salesmen's calls . . . for unearthing prospects you haven't had on your lists before—even including some you may not have suspected existed. So, if you've been paying mass-magazine rates to reach businessmen, look into **NATION'S BUSINESS**. You'll find it your best business advertising buy!

YOU USE NATION'S BUSINESS TO SELL MORE OF THE NATION'S BUSINESSMEN

Nation's Business

A USEFUL LOOK AHEAD

How to sell the NEW MASS MARKET

NATION'S BUSINESS

Advertising Headquarters, 711 Third Avenue, New York 17, N. Y.

with its diverse operations, must keep Mr. Abt awake nights!

This is an era of mix-match in corporate programs. The manufacturing, wholesaling and retailing functions are being assembled under one corporate roof to a degree that totally upsets preconceived and traditional concepts of what constitutes a manufacturer, a wholesaler and a retailer. Are we to conclude, by Mr. Abt's definition, that they may call their manufactured brands a brand—but that the controlled brands promoted in their wholesale and retail functions, even though made completely to their specifications, and assembled on their own assembly lines, may not be called brands, but merely labels? And could Consolidated Grocers qualify as a member in Brand Names Foundation?

Actually, in today's diversification era, a Solomon could not decide what is a manufacturer, what is a wholesaler, what is a retailer! This seems, however, to give Mr. Abt no difficulties.

■ I note that an executive of the Atlantic Refining Co. is on the board of directors of Brand Names Foundation. Like most of the big refineries, I assume that Atlantic controls some of its own gas stations—which, of course, means that Atlantic is also a retailer. This situation would thus be comparable to that of some of the big shoe chains. If this is so—then why is it that Atlantic Refining may become a member of Brand Names Foundation but not Sears? And, if this is so, why is it that Atlantic is apparently privileged to call its trade names "brands"—but a shoe chain or Sears is not? How about it, Mr. Abt?

I note that Fieldcrest is a member of Brand Names Foundation and is represented on its board. At one time, there was a corporate relationship between Marshall Field and Fieldcrest. Its parentage is, therefore, illegitimate. How did it sneak in?

Mr. Abt contends that "the only 'battle of the brands' is the competition between *genuine* brands. Other competition in the marketplace is misnamed. When labels of any other kind are called or made comparable to brands . . . it is time to reiterate sharply and clearly what a brand name is and what it does."

Of course Mr. Abt's definition of a genuine brand is his own definition. He makes this clear when he remarks: ". . . there is a recurrent impulse to call words and symbols brands that are not brands by the definition given at the outset of this statement." In other words, you set up your own straw man—then you proceed to knock him down!

■ As I run through the members of the board of directors of Brand Names Foundation I see corporations that are heavily involved in supplying controlled brands—ahem, I beg your pardon, controlled labels—to wholesalers and retailers. I also note among the directors national media which accept advertising on controlled brands from wholesalers and retailers. This may be why Mr. Abt states that "Brand Names Foundation does not seek to eliminate, destroy or undermine any other method of product identification." Obviously, Brand Names Foundation had better not attempt to pursue this aim—at least not too overtly. But, really, isn't this your goal, Mr. Abt?

It is clear that when Brand Names Foundation coins a definition of brands that rules out all controlled and semi-controlled labels, when it denies membership to wholesalers and retailers promoting controlled labels (but accepts the manufacturers who supply these labels), when it denies the existence of the *real* "battle of the brands," when it insists that one of its main functions is "to keep clear in the thought of all concerned the nature of this economic and communication phenomenon"—then it has definitely aligned itself in *competitive opposition to any brands other than those which come within its own contrived definition.*

The more I see and hear of Brand Names Foundation the more persuaded I become that it functions in a non-existent marketing world. I think time and events have marched by its original concepts. And I believe that unless and until it recognizes the verity of the new brand set-up, it will continue to be an anachronism. #

Employe Communications . . .

Editorials to Take Firmer Stand

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

One of the clearer by-products of the recent election is an apparent determination on the part of managements around the country to use the editorial columns of their employe publications more widely. As this department has observed frequently in the past, the conventional editorial column beamed at employes has been a banal document for years, without meaning or influence. During the 1960 campaign, however, a number of companies began venturing into the arena of political controversy. The company authors of these columns started to say what they meant, started to document their viewpoints. Instead of making cautious generalities about the economic and political climate, the authors at least took a stab at being specific.

The management editorials are getting new, deserved attention not only from management itself, but from the employe group as a whole. In one midwestern factory, a couple of days after the election, an old-time employe said that the editorial counsel of the company had by no means gone unheeded; that the employes as a group "listened to what the Old Man had to say," and that quite a few employes "had their eyes opened." Whether it's significant or not, the community—normally Democratic—went Republican.

Surveys of employe journals occasionally show that the management message or editorial goes ahead of many publication features in readership interest and retention. Sometimes the "Old Man's" message is the first department to which the majority of employes turn. This is mighty rare, but it happens. When the "Old Man" starts writing with the vigor and clarity his readers like, he'll get more readership.

■ In the business paper field (from which editors of company papers might take many a useful lesson), few rival the editorial saltiness of a periodical in the grain field. Dean M. Clark, publisher of *Grain and Feed Journals* and a half dozen others allied with the industry, writes his own full-page editorial each fortnight in his newsy and breezy publication. He champions with great vigor the interests and concerns of his sprawling readership around the country, and in so doing, he writes one of the most thunderous of editorial departments in the entire business press. Clark sees no reason for pussyfooting with either political or economic issues that affect the grain business; he considers that he has only one audience to serve, and he is determined to serve it with courage and conviction. This he does.

In any poll of reader reaction, Clark's electric department probably will outpull other departments in his own publication. The same could be true and—in a good many cases—should be true of company periodicals for employes. For many years the columns of personal items about employes have led the field in readership acceptance—the first attraction to which the vast majority of readers habitually turn. Only in the past year or so has the tide been shifting away. More and more readers seem to be concerned with the more vital issues of the day. They want to see first what the "Old Man" says, and the chit-chat can wait till later. #

Salesense in Advertising . . .

Fundamentals for Beginners

By James D. Woolf
Advertising Consultant

An AA reader, a beginning agency copywriter, writes me asking for a set of rules or principles for the production of an effective advertisement. What, he wants to know, are the "musts" and "must nots" that he should observe.

James D. Woolf

I answered him to the effect that there is no such thing as an absolute set of fixed rules. Not all products are alike, and much depends on the problem and objective. But I added that, as I see it, there are certain principles and procedures that are usually pretty sound, and I outlined them to him this way:

1. *Know* your product, understand it thoroughly and understand competitive products with equal thoroughness. Make personal use of the product if possible.

2. *Know* your market. What kind of people are most likely to buy your product—rich people, poor people, men, women, young people, educated people or the not-so-educated, and so on. Or practically everybody as in the case of cigarets.

3. What is the most important benefit your product confers on the buyer? Fundamentally people don't buy products—they buy *benefits*, hoping the product will do something for them.

4. Should the headline feature the benefit? Yes, it should. Should the headline include the name of the product? Not necessarily, but in most cases it should. In fact, it should require not more than a second for the reader to identify the product. I have no use for "teaser" or "blind" ads.

5. Use short, simple words throughout the copy. And use short sentences and paragraphs. Remember you are forcing your message on the reader's attention; don't make it hard for him.

6. Don't use cartoons and funny stuff and don't try to be "cute" and "clever." Advertising is not entertainment, although some television people seem to think it is.

7. Avoid advertising that is complicated and cluttered. Keep it simple.

8. Don't set the text matter in reverse; black type against white paper is by far the easiest to read.

9. Include an illustration of the product and/or package. When possible show people enjoying the use of the product.

10. Tell the reader how he can obtain the product. Don't say "At good stores everywhere" if only 5% or 10% of the stores carry it. Nothing can be more irritating to the would-be buyer. Offer to send the reader the name of the store nearest him, or fill his order by mail.

11. Without fail, state the price or the approximate price.

12. Guarantee the reader his satisfaction or his money back.

13. Avoid copy that is unnecessarily long. After your first draft, edit it carefully to see if it can be cut to advantage.

14. Avoid exaggeration and bombast and write with restraint. Make credibility your dominant purpose.

15. To repeat, feature the big consumer benefit straight through your copy. Too many ads confuse the reader with too many ideas. #

What They're (Really) Saying . . .

—By W. H. Everett

"So THAT'S what a contact man does!"

Videodex Network TV*

Oct. 10-16, 1960

Copyright by Videodex Inc.

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	28.9
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	28.5
3	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	28.4
4	Danny Thomas Show (General Foods, CBS)	28.3
5	77 Sunset Strip (American Chicle, Harold F. Ritchie, R. J. Reynolds, ABC)	28.1
6	Red Skelton (Pet Milk, S. C. Johnson, CBS)	27.8
7	The Untouchables (Several sponsors, ABC)	27.0
8	Candid Camera (Lever Bros., Bristol-Myers, CBS)	26.7
9	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	26.4
10	Checkmate (Kimberly-Clark, Lever, Brown & Williamson, CBS)	26.3

Rank	Program	Homes** (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	12,600
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	12,300
3	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	12,200
4	Danny Thomas Show (General Foods, CBS)	12,300
5	77 Sunset Strip (American Chicle, Harold F. Ritchie, R. J. Reynolds, ABC)	12,100
6	Red Skelton (Pet Milk, S. C. Johnson, CBS)	12,000
7	The Untouchables (Several sponsors, ABC)	11,600
8	Candid Camera (Lever Bros., Bristol-Myers, CBS)	11,500
9	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	11,400
10	Checkmate (Kimberly-Clark, Lever, Brown & Williamson, CBS)	11,300

* Homes viewing in cities where program is telecast.

**Listed in sequence of rating level from first table.

Chicago Women's Adclub Names Carol Fox for Award

Carol Fox

Carol Fox, founder and general manager of the Lyric Opera of Chicago, has been named winner of the Women's Advertising Club of Chicago's Woman of Distinction award for 1960-'61. Miss Fox was instrumental in setting up the Lyric Opera of Chicago in 1952; since 1954 the Lyric has had a regular opera season each year.

Miss Fox is the 10th woman to receive the adclub's Woman of Distinction award, inaugurated in 1951.

Ries Opens Research Offices

Lois Ries has opened a new research company, Ries & Associates, with offices at 110 Christopher St., Montclair, N.J. The company will specialize in field interviewing and depth studies in the New Jersey and Metropolitan New York areas. Miss Ries was formerly supervisor of Crossley SD Surveys.

For* ACTIVE *Hunters!

Covering 360,000 outdoorsmen, interested in hunting & shooting — big game, varmints, wild fowl.

Write for sample copy.

The AMERICAN RIFLEMAN *Magazine*

SCOTT CIRCLE WASH. 6 D.C.

Winston Tastes Good to Minnesotans, 'Star, Tribune' Finds

MINNEAPOLIS, Nov. 22—Top cigaret brand among Minnesota smokers this year is Winston, R. J. Reynolds Tobacco Co.'s king-size filter, according to the eighth annual survey of smoking trends by the *Minneapolis Star & Tribune*, just published.

With an apparent 13% share of the market, it leads both Pall Mall (American Tobacco—11%) and Camel (Reynolds—9%). Three other brands appear to share the next rank in popularity, with an equal 8%: Kent (Lorillard), Lucky Strike (American Tobacco) and Salem (Reynolds).

The survey indicates that in the Minnesota market, Winston has gained a slight edge on Pall Mall, compared with the year before, when they were about equal with an 11% share of sales. Last year they were behind Camel, which led with 14%.

Camel ranks as the favorite among men, while women appear to plump for Winston.

FILTER CIGARETS CONTINUE THEIR LEAD

LOUISVILLE, Nov. 22—Filter cigarets continue to outdistance non-filter brands in sales, a study by Brown & Williamson Tobacco Corp. shows.

During the first eight months of 1960, sales of filter brands increased by 9.2% over the volume during the like 1959 period, while non-filter cigarets bettered their 1959 mark by only 0.6%.

■ Total sales of all types of cigarets during the eight-month period were 315.3 billion units, an increase of 4.8%. Of the total, 164.3 billion units were filters, and 150.9 billion non-filters.

Raleigh cigarets showed the biggest increase—21.6%—among filter, non-menthol brands, or more than four times the gain for all cigarets. Company officials attribute the increase in large part to the "rising popularity of the premium coupon plan associated with the brand." #

'Q.T. Hush' on 50 Stations

Distribution of "Q. T. Hush, Private Eye," a 3½-minute cartoon series, has reached 50 tv stations, according to M & A Alexander Productions, Los Angeles. Stations added most recently include XETV, San Diego; KSWO-TV, Lawton, Okla.; WABC-TV, New York; KSD-TV, St. Louis; KSTP-TV, St. Paul; and WIIC-TV, Pittsburgh.

UBS Fund Sets Drive

The UBS Fund of Canada, a new investment company, is offering its shares to the public via spreads in the *Chicago Tribune*, *Los Angeles Times*, *New York Times* and the *Wall Street Journal*. The ad, which started Nov. 20, will reproduce the fund's prospectus and a coupon, whereby the public can buy shares at $10 each—with a minimum purchase of $1,000. Albert Frank-Guenther Law, New York, is the agency. The initial UBS promotion budget is about $100,000.

Autopoint Names Moon

Autopoint Co., division of Cory Corp., Chicago, has appointed Gardner Moon advertising manager. Prior to joining Autopoint, Mr. Moon was product advertising manager for several appliances with the Sunbeam Corp.

Lewis Joins Parker

Bruce W. Lewis has joined Parker Advertising Co., Dayton, as an account executive. Mr. Lewis was formerly a technical editor with Avco Corp., Cincinnati.

FULL COLOR POST CARDS & BUSINESS CARDS

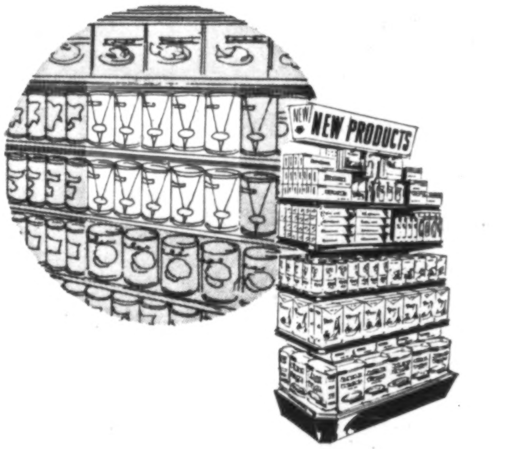
From original transparencies within 6 to 8 weeks in quantities of 1,000 upwards. Write for our complete line, based on 35 years of continuous service to the photographic industry.

THE GROGAN PHOTO COMPANY
Dept. AA
Danville, Illinois

THE PAR NEW PRODUCT TESTING SERVICES

PUT YOUR PRODUCT ON THE SHELVES IN FOOD STORES, DRUGSTORES...OR BOTH

A single testing service delivers both: accurate new product consumer tests plus guaranteed distribution in one of America's top test markets. Product Acceptance & Research, Inc. — PAR, for short — takes you straight to market in the Evansville, Indiana, trade area. If your product is for food stores, 200 grocers will automatically feature it. If it's for drugstores, 50 druggists will have it on sale. Whether you use one or both groups, you get a proportionate sampling of chains and independents, large and small. PAR marketing services are now being used by many nationally known manufacturers (references upon request).


NEW PRODUCTS

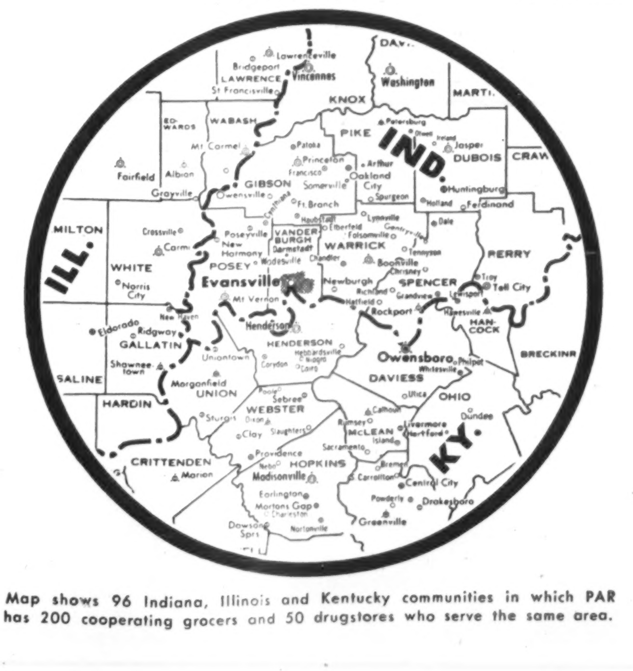
ONLY PRODUCT TESTING ORGANIZATION OF ITS KIND

Each test item is placed in PAR's permanent NEW PRODUCT CENTER displays for a period of five weeks, followed by an eight-week sales test (or longer if desired) against the competition in integrated shelf position. PAR personnel make the actual product deliveries, maintain the stock, and provide you with the detailed weekly reports of results.

FULL RANGE OF TESTING SERVICES

- New product pre-testing
- New product introduction
- New label and package testing
- New product strategy testing
- Established product strategy testing
- Consumer research assignments

"PARland"


ILL.
IND.
KY.
Evansville
Owensboro
Henderson
Vincennes
Washington
Lawrenceville
Bridgeport
LAWRENCE
St Francisville
KNOX
MARTI
WABASH
EDWARDS
Mt Carmel
PIKE
Petersburg
Otwell
Ireland
Jasper
DUBOIS
CRAW
Fairfield
Albion
Patoka
Princeton
Francisco
Arthur
Oakland City
GIBSON
Somerville
Spurgeon
Huntingburg
Grayville
Owensville
Ft. Branch
Holland
Ferdinand
Haubstadt
Lynnville
Dale
MILTON
Crossville
Poseyville
VANDERBURGH
Elberfeld
Folsomville
Gentryville
Carmi
New Harmony
Darmstadt
WARRICK
Tennyson
PERRY
WHITE
POSEY
Wadesville
Chandler
Boonville
Chrisney
Norris City
Newburgh
SPENCER
Troy
Tell City
Mt Vernon
Richland
Grandview
Lewisport
Hatfield
Rockport
Hawesville
HANCOCK
New Haven
Eldorado
Ridgway
GALLATIN
HENDERSON
Hebbardsville
Niagra
Uniontown
Corydon
Cairo
BRECKINR
Shawneetown
Philpot
Whitesville
SALINE
Morganfield
UNION
DAVIESS
Poole
Sebree
Utica
OHIO
HARDIN
WEBSTER
Calhoun
Sturgis
Dixon
Rumsey
Livermore
Dundee
Clay
Slaughters
McLEAN
Hartford
Island
Providence
Sacramento
CRITTENDEN
Nebo
HOPKINS
Bremen
Marion
Madisonville
Carrollton
Central City
Earlington
Powderly
Drakesboro
Mortons Gap
Charleston
Greenville
Dawson Sprs
Nortonville

Map shows 96 Indiana, Illinois and Kentucky communities in which PAR has 200 cooperating grocers and 50 drugstores who serve the same area.

A TRUE "STATE-OF-THE-UNION" CONSUMER SAMPLING

PAR tests take place in a self-contained market of more than 580,000 people centered around Evansville, Indiana. It reflects the U.S. average in income, farm-industry balance, population mix, advertising media, and in many other ways. Get the full details now.

WRITE FOR FREE PAR BOOKLET

PRODUCT
ACCEPTANCE &
RESEARCH, INC.

2010 W. Ohio Street
Evansville, Indiana
Phone: HArrison 3-3169

© 1960 by Product Acceptance & Research, Inc.

O'Connor Blames Agencies for Poor TV Programming

CHICAGO, Nov. 22—Len O'Connor, news commentator for WNBQ-WMAQ, last week heaped abuse on agencies, blaming them for the poor programs on tv and accusing them of conducting faulty research in the rating of tv shows.

"You can go back through the headlines that have dirtied up radio and tv and you will find, I think, that advertising agencies have brought most of the humiliation upon us," Mr. O'Connor said in a talk before the Broadcast Advertising Club of Chicago.

"It is true that we accepted some of the money, but those phony quiz shows and the payola scandal; the lurid chunks of video violence that clutter up the screen; the big-bosom technique with the v-for-victory that begins at the lady's adam's apple and ends up down near her navel; these are trouble-making, insidious things and they have been manufactured by bright young men in the advertising agencies," he said.

■ Ripping into the rating of tv programs, Mr. O'Connor snorted that "advertising agencies and the sponsors are spending millions of dollars year in and year out on the basis of ratings that are based on the so-called opinion of one-tenth of 1%.

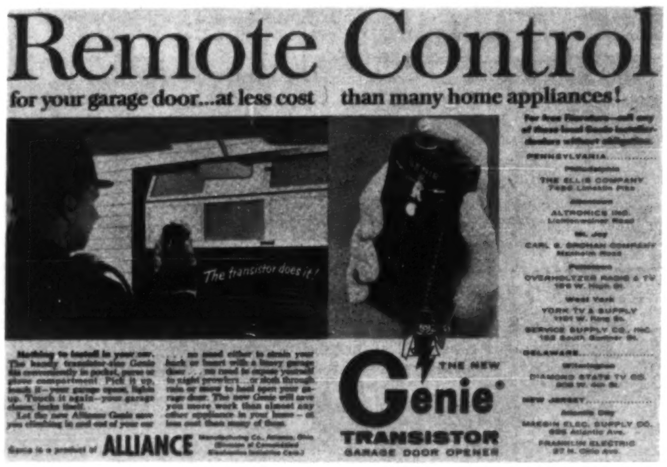
"This is a lovely game that you play," he said. "The trouble is, even if you were right you would be wrong. Even if your charts and percentages were infallible, the advertising business has—it seems to me— a greater responsibility than merely providing a plethora of mass audience shows."

■ He charged that the only tv shows that are dedicated to the precept that the American people must be well informed were created by networks and independent stations, not agencies or advertisers.

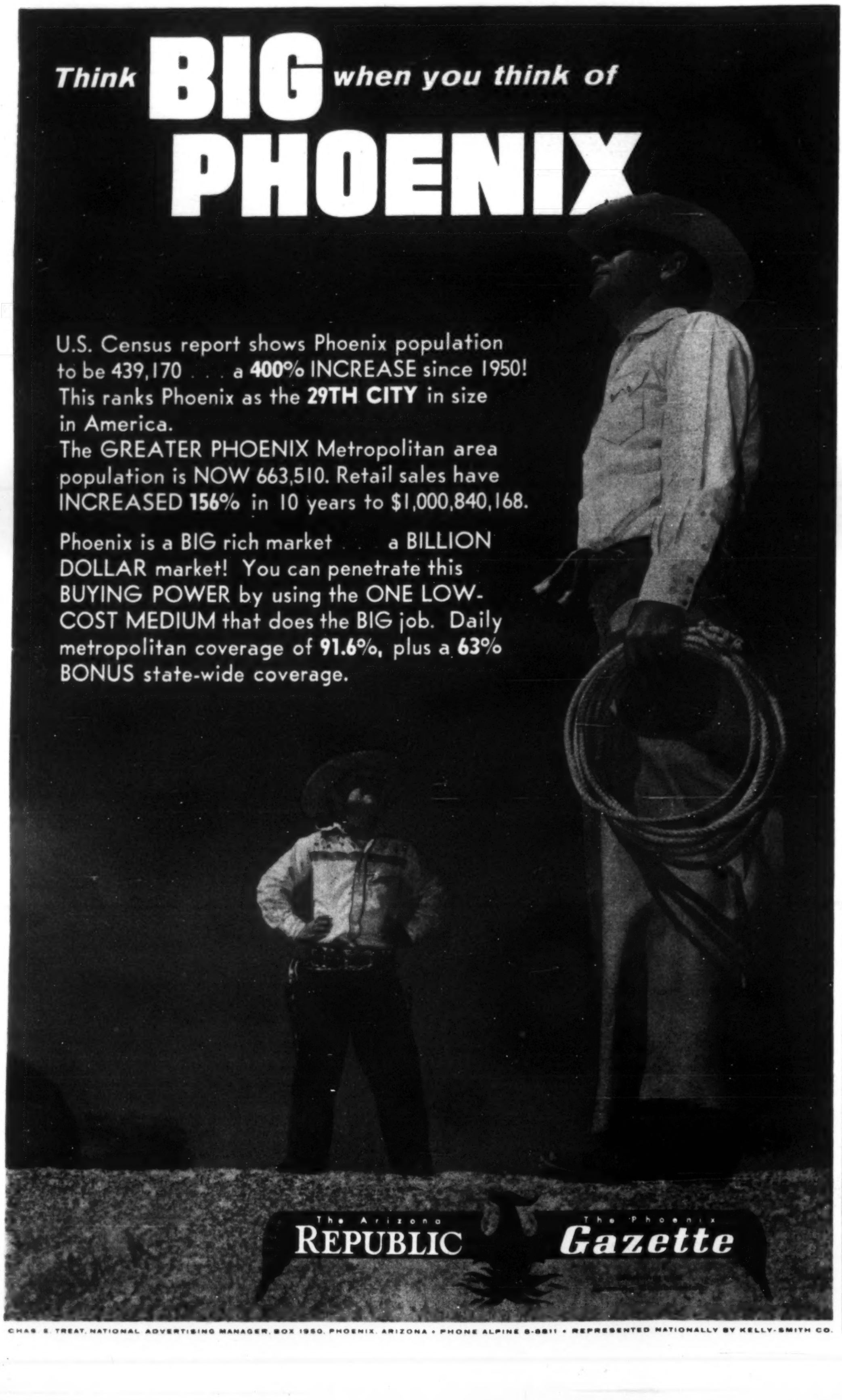
"In general, the advertising agencies turn their backs on this kind of show," he said. "You look at the beloved ratings and you sell us down the river for another saccharin cowboy." He accused agencies of "actually invoking a censorship of dollars against the most worth while productions on tv." #

Grossman, Ryan to Ziff-Davis

Morton E. Grossman has joined Ziff-Davis Publishing Co., New York, as advertising promotion manager, succeeding Sanford Kaufman, who resigned. Mr. Grossman formerly was with the *Journal of Commerce*. William J. Ryan, formerly with Harker-Husted-Coughlin, Los Angeles, has joined Ziff-Davis as western ad manager of *Popular Boating* and *Popular Electronics*, Los Angeles. He succeeds J. Donald Cena, who resigned to join Whaley-Simpson Co.


Remote Control
for your garage door...at less cost than many home appliances!

DOOR OPENER—*Alliance Mfg. Co., Alliance, O., will run b&w spreads in two TV Guide issues, with the ad shown here running in the Dec. ~~10 Philadelphia~~ edition and a ~~similar one in the~~ Nov. 19 Northern California edition, for its Genie electronic garage door operator. Dancer-Fitzgerald-Sample, Chicago, is the agency.*


Think BIG when you think of PHOENIX

U.S. Census report shows Phoenix population to be 439,170 . . . a **400% INCREASE** since 1950! This ranks Phoenix as the **29TH CITY** in size in America.
The GREATER PHOENIX Metropolitan area population is NOW 663,510. Retail sales have INCREASED **156%** in 10 years to $1,000,840,168.

Phoenix is a BIG rich market . . . a BILLION DOLLAR market! You can penetrate this BUYING POWER by using the ONE LOW-COST MEDIUM that does the BIG job. Daily metropolitan coverage of **91.6%**, plus a **63%** BONUS state-wide coverage.

The Arizona REPUBLIC · The Phoenix Gazette

CHAS. E. TREAT, NATIONAL ADVERTISING MANAGER, BOX 1950, PHOENIX, ARIZONA • PHONE ALPINE 8-8811 • REPRESENTED NATIONALLY BY KELLY-SMITH CO.

90-Minute TV Shows Won't Return in '61, Durgin Predicts

NEW YORK, Nov. 22—A tv network sales executive said here last week that he did not foresee U. S. television networks adopting the British magazine concept of sponsorship.

In response to a query at a Radio & TV Executives Society meeting here, Don Durgin, vp in charge of sales for NBC-TV, said, "No one has a corner on all ideas; therefore, the more individuals that come into programming and add their say the better will be the creative product."

Beginning his speech with an apology for joining the many trend prognosticators "in this industry where we should be looking for facts and answers," Mr. Durgin then tossed off a broadcaster's dozen of sales and programming trends for television in the 1960s. Here are some things the industry may expect in network sales in the next decade, according to Mr. Durgin:

1. "The standard forms of sponsorship will remain in force—the usual half-hours, hours—although in the specials field there may be some unusual lengths. I do not think the standard one-hour form of regular programming will be contracted to a 45-minute form to make strategic bridges, nor do I believe regular 90-minute shows will reappear because they are too complex to share, too costly to mount, too difficult to produce well and too vulnerable to competitive programming.

2. "More shows will be offered on a 'thirds' basis than before largely because there will be more hour shows whose large production budgets require several advertisers to split up the costs. It may be that networks will come to issuing simplified rate cards showing minute costs with a graduated scale depending on number of minutes used in a 52-week period, like the 260-time spot rate cards.

3. "Product protection, of necessity, will become narrower and narrower. The 30-minute protection which gave way to 15-minute protection over the last two seasons will very soon become 10-minute protection—a form readily adaptable to 'thirds' basis of sale and made increasingly necessary by hour shows with commercial rotation through the hour which is here to stay. Before too long, I believe only in-show nighttime product protection will remain. The agencies are all for it (narrower product production)—albeit secretly.

4. "The natural desire and fundamental selling need for maximum identification for certain advertisers will become increasingly apparent. Long term, the advertiser will ultimately have research in his hands that will document the advantages and dimensions of 'identification' as meaningfully as research now documents the advantages and dimensions of 'circulation' reach and frequency. This research may swing many large advertisers back to full or half program sponsorship.

5. "Color will become more and more important to sales as it has to programming.

6. "Audience measurement research will score a breakthrough in the '60s, in my judgment, to present the broadcaster and the advertiser-marketer with information he has never had before on who is really in the audience, and what his reaction really is in attitude and response to the program and to the advertiser and his product."

■ Mr. Durgin said that just as "broadcasting was dominated by programmers in the early '50s and by salesmen in the late '50s, I think it will prove true that it will be dominated by researchers in the '60s if only because we have too few answers today to too many questions and there are inklings around that a whole synthesis of answers is in the making."

As for programming in the '60s, Mr. Durgin predicted that there will be fewer formula shows and more informational programs, although the formula shows—adventure, situation comedy, western, mystery—will remain the dominant form. "The informational shows will be more exciting and entertaining, less purely documentary and educational in nature," the NBC executive added.

Special shows will put increasing emphasis on the idea rather than the stars or production budgets in the decade ahead, Mr. Durgin offered. The one-hour form will become dominant during the next few seasons, but the pendulum will swing back later to the half-hour show, he predicted. Also foreseen by Mr. Durgin—more block programming and more color originations, with more whole days programmed in color. #

Wrigley Signs 52-Week Pact With ABC-TV for Spots

Wm. Wrigley Jr. Co., Chicago, has signed a 52-week contract with ABC-TV for saturation commercial participation in both daytime and nighttime network tv programs, starting right after Christmas. The agreement calls for spot participation in all of ABC's nighttime and daytime programs on a rotating scheduling basis where good availabilities fit the Wrigley commercial climate. The contract calls for an approximate $4,000,000 expenditure by Wrigley. Erwin Wasey, Ruthrauff & Ryan is the Wrigley agency.

Burgermeister Sued by Miller to Force $11,000,000 Sale

SAN FRANCISCO, Nov. 23—Miller Brewing Co. has dropped its lawsuit against Jos. Schlitz Brewing Co. and Burgermeister Brewing Corp., and has filed a new court claim against Burgermeister alone.

The new Miller complaint requests the superior court here to order Burgermeister to "complete its agreement to sell out to Miller."

The initial suit, filed Nov. 14, alleged that Schlitz and Burgermeister had combined in a "conspiracy" to halt sale of the San Francisco brewery to the Milwaukee brewer.

▪ Louis Quarles, an attorney for Miller, said that "the original suit was filed before the facts were all fully developed.

"The record now shows," Mr. Quarles said, "that Schlitz was negotiating with Burgermeister in good faith and Miller now regrets and deprecates the charges made against Schlitz at that time."

The new complaint asserts that Miller and Burgermeister "have an agreement of sale which the court should enforce. Miller is ready, willing and able to pay the agreed upon price of $11,000,000 and if the sale is completed the Burgermeister brand name will not be dropped."#

Client's Counter Suit Says Agency 'Wasted' $46,445 for Ads

NEW YORK, Nov. 25—Kastor, Hilton, Chesley, Clifford & Atherton has filed a motion in Manhattan supreme court to dismiss a counterclaim arising from the suit it has brought against Dr. Mary MacFadyen, president of Fay Drug Co., manufacturer of Serts suppositories and ointment. The agency maintains that the counterclaim does not constitute a cause of action.

The agency, which handled the Serts account from December, 1957, until last May, is suing for a balance of $26,801 due on the account.

▪ In the counterclaim, Dr. MacFadyen asserts the company suffered damages of $46,445 paid for "useless" advertising services. Dr. MacFadyen claims that Kastor, Hilton had said that the results of its advertising "were not a matter of conjecture but a matter of certainty"; that the cost of Serts advertising would be $30,000 for the first year and 40% of gross sales thereafter; and that the company's gross sales would exceed $50,000 for the first year in the New York area alone and would steadily increase.

However, sales were no greater than before the agency took over, the counterclaim says, and the $46,445 paid out on Kastor, Hilton's recommendation was "wasted." #

Archer-Daniels-Midland Names Coonley Ad Manager

Archer-Daniels-Midland Co., Minneapolis, has appointed Robert D. Coonley advertising manager. He will direct the company's national advertising of products in fields of chemicals, resins, flour and other foods, plastics, industrial cereal and linseed and soybean oils and meals.

Robert D. Coonley

Mr. Coonley has been product ad manager of chemicals and bakery flours for three-and-a-half years.

Last Minute News Flashes

Haldeman Returns to JWT from Political Wars

NEW YORK, Nov. 25—H. R. (Bob) Haldeman has been named manager of the Los Angeles office of J. Walter Thompson Co. and senior account representative. He has been on leave of absence since Jan. 1, working as tour manager for the Nixon-Lodge campaign and traveling with the Vice-President.

P&G to Launch Crest in Britain

LONDON, Nov. 25—Procter & Gamble's Crest toothpaste is expected to be launched in Britain early next year, with the British Dental Assn. already having given preliminary approval to the use in advertising of the American Dental Assn. endorsement of the fluoride product. Advertising has been assigned to Lambe & Robinson-Benton & Bowles.

Raven Joins EWRR; Other Late News

• **Eugene A. Raven,** advertising director of United Air Lines, Chicago, for the past 10 years, has been named a vp and account supervisor with Erwin Wasey, Ruthrauff & Ryan, New York. In addition to his responsibilities for KLM Royal Dutch Airlines, Mr. Raven will help develop and coordinate new business programs for EWRR.

• **McKim Advertising,** Montreal, has recaptured the Quebec account of Carling's Red Cap ale, which it had lost two years ago to F. H. Hayhurst Co. McKim now will handle Red Cap nationally. The agency has also acquired the account of No-Co-Rode Ltd., a division of Dominion Tar & Chemical Co., from Canadian Advertising Agency.

• **Compton Advertising** has named two executives to its Los Angeles office. Tom Lowey, formerly director of advertising and sales promotion of Hoffman Electronics Corp., Los Angeles, has been named an account executive. Burnell Grossman, formerly production manager of Filmrite Associates, Hollywood, has been named a tv-radio supervisor.

• **George B. Keister,** formerly merchandising executive on the Chun King account at Batten, Barton, Durstine & Osborn, has joined Chun King Corp., Duluth, producer of frozen and canned American-Oriental foods, as director of marketing, a new post.

• **U. S. Time Corp.,** New York, is still interviewing about eight agencies for a possible successor to W. B. Doner & Co. on the $3,500,000 Timex account (AA, Aug. 8). Robert E. Mohr, vp and sales director of the company, said the Doner agency has "come up with several presentations" and is "not out of the running completely."

• **S. C. Johnson & Son,** Racine (Foote, Cone & Belding), will assume full sponsorship of CBS-TV's "Red Skelton Show" in mid-February, as Pet Milk Co. departs (AA, Nov. 21). As alternate sponsor, Johnson had first option to pick up Pet's portion.

• **Consoweld Corp.,** Wisconsin Rapids, Wis., manufacturer of laminated plastic products, currently is seeking a new agency to succeed Erwin Wasey, Ruthrauff & Ryan, Chicago, which resigned the account. Consoweld, which bills about $150,000, hopes to name a successor in about two weeks.

• **American Distilling Co.** has been named sole U. S. agent for Glayva scotch liqueur, succeeding A. M. Penrose & Co., Philadelphia, and has appointed Fred Gardner Co. to handle the account. Previous agency was Gerald H. Keller Advertising. Glayva billed about $5,000 in major media last year.

• **George Pomfret,** vp and principal of Fulton, Morrissey Co., Chicago, has resigned from the agency and will join Kaiser Industries, Oakland, Cal., in the near future in a marketing position. Prior to joining the agency last year (AA, April 27, '59), Mr. Pomfret was associated for three years with Kaiser Aluminum Co., where he was supervisor of all advertising except that of household foil and chemicals.

• **Microwave Corp. of America,** Stamford, Conn., newly established manufacturer of microwave plumbing and components, has named Albert A. Kohler Co., Old Greenwich, Conn., as its agency.

• **McConnell, Eastman & Co.** has been named to handle advertising for Union Packing division of Swift Canadian Ltd., Calgary, and Canada Pharmacal Co., London, Ont.

• **Mead Johnson of Canada** has appointed Kenyon & Eckhardt to handle a new product, currently in the development stage. McKim Advertising handles advertising in Canada for all other Mead Johnson products.

• **Ritter, Sanford, Miller & Kampf,** New York, has been named to handle advertising for the Sabra, first car imported from Israel. Autocars Co., Haifa, is the manufacturer; Sabra Motors Corp., New York, is the American distributor. The agency expects the ad budget to run between $150,000 and $250,000, with a program to line up dealers now being planned. The Sabra line is priced from $1,900 to $3,300.

• **Erwin A. Wendell** is slated to become new advertising manager of Link-Belt Co., Chicago, succeeding Bertram Jones, who will retire at the end of the year (AA, Nov. 7). Mr. Wendell is special assistant to the vp of sales.

• **American Federation of Television & Radio Artists** reported, at press time, that strike preparations are still going on. Negotiators of AFTRA and Screen Actors Guild have scheduled a meeting in New York Nov. 26 with representatives of the networks, agencies and independent producers. Contracts with the networks expired Nov. 15, and members of both performer unions have authorized a strike. An earlier compromise offer by the networks was rejected by the unions, and a mediation session failed. The major issue is over fees to be paid performers for reruns of taped and filmed commercials. The networks report that they are prepared to continue operation if a strike comes.

• **North American Life & Casualty Co.,** Minneapolis, has named Campbell-Mithun, Minneapolis, as its agency in both the U.S. and Canada. Previous agencies were Olmsted & Foley for the U.S. and Cockfield, Brown for Canada.

'Herald Trib' Names Miller N.Y. Ad Chief of European Edition

The New York Herald Tribune has promoted Hayman E. Miller from its national advertising department to New York advertising manager for its European edition. Mr. Miller succeeds Bill Ely, who has resigned and will announce his new position later.

Martineau Pinpoints Shell-Ogilvy Relations

(Continued from Page 1)

they're quite large—then I don't want to make decisions on how to advertise."

▪ Mr. Martineau is a 28-year veteran of the Shell organization, has worked "from Northern Ontario to Patagonia" in the Western Hemisphere and abroad. He makes no effort to conceal his novice status in advertising. "Don't forget," he said at one point, "I know nothing about advertising; the machinery is totally new to me." He regards his agency as expert on advertising, and "we have other experts."

Limit 2: He makes it quite clear that Shell will audit all costs and keep a close check on where its advertising money goes, something that wasn't immediately apparent from the original presentation.

"Obviously," he said, "our auditors will do the normal auditing procedures you might expect. It will stop short of the point where we might say, 'David, you cannot have the man at this salary because we're paying for it.'

"But we have certain checks, and we'll exercise them.

"It really makes it much easier—because we're going to pay the bills."

▪ The question of how agency commissions would be handled under the arrangement strikes Mr. Martineau as irrelevant. "Whatever agency commissions might be payable have no bearing on the fee," he said emphatically.

Limit 3: The shifting of personnel and responsibilities from the company department to Ogilvy, Benson & Mather came about over a period of time after Mr. Martineau was brought back to New York. In April he was assigned as Detroit division manager, to succeed the late John Southworth. He knew Detroit, having been in that division from 1951 to 1953.

He took over on May 1, and then was given as a counselor to the agency people to show them through the Shell marketing organization. In July his appointment as advertising manager was announced; he still hadn't wholly unpacked his furniture, which by then had arrived in Detroit. He told his wife not to continue unpacking—that they were going back to New York.

This was the situation: Mr. Martineau had not been in the advertising department when the new agency was picked. He was, however, around for the discussions which culminated in the compensation arrangement announced publicly last week. Mr. Martineau emphasized that OBM's willingness to work on a fee basis "had no bearing on their selection" as Shell's agency; the Ogilvy agency was selected "on their ability."

The arrangements were made during a period running from June to the end of November. In the first place, "Ogilvy didn't have a large enough staff to cope with Shell."

▪ As the agency brought in people, including Jock Elliott, who came from BBDO and the Du Pont group to be OBM's senior vp in chargé of the Shell account, Mr. Martineau was hand-tailoring a department in Shell to fit the new agency setup. Shell's department had previously been organized "on a media basis"; it was now organized on a "product basis." Where it had previously had people in contact with all media, and doing art, copy and production, as well as accounting, it was changed into a department basically concerned with petroleum products marketing.

"This was done with the idea of aiding the advertising agency with experts. We wanted advertising experts in the agency. We have the other experts."

In personnel terms this meant that Shell's advertising department, which had numbered about 32 or 33 people, will be reduced to 12. The dollar savings may approach $500,000.

"I hope to have the least complicated department in the whole client business," Mr. Martineau said happily. The people have been absorbed elsewhere in the Shell organization.

▪ Also, Shell had an advertising representative in each division, of which there are now 17. These men had been in contact with all media, "rode" the outdoor showings, and were on the staffs of the divisional managers. Also, they were charged with the placement of Shell's point of sale material. They have now been transferred to retail and will work with the service station organization.

"When you get away from individual media contact," Mr. Martineau said, "you eliminate the need of a lot of people. Treasury or accounting functions will be done by a central department, as will purchasing. There's no reason to set up someone here to do that. For research we go to the central marketing research department." And point of sale is now in the retail, service station area.

▪ Thus the agency becomes the advertising expert, charged with developing the advertising. Inside Shell, in Mr. Martineau's department, are "oil marketing experts. People with tremendous experience in marketing petroleum products. We feel that's the greatest assistance we can offer the agency. Every one of us has a thorough knowledge of Shell Oil and its marketing ramifications."

He does repeat that the close relationship between department and agency in no way implies control.

"We're not going to look into how much Jock Elliott is paid, or the number of people on the account," he said sharply. "I have nothing to say about salaries or numbers of people. That would make it a department of Shell, and we don't want it."

▪ Shell will shortly break a new campaign, wholly in newspapers. Mr. Martineau is resigned to the fact that "many marketing men in Shell may have reservations about the campaign." But, he says, it was an agency decision, and it was enthusiastically received at last week's presentation to divisional marketers at the Westchester Country Club.

The newspaper campaign is a "tremendous switch," Mr. Martineau conceded, and its concentration in newspapers reflects the agency recommendation and the fact that the campaign's character lent itself to newspapers. In media selection, Mr. Martineau is inclined to go along with the agency recommendation, whether it asks for one medium or five.

▪ The bulk of the campaign will be in newspapers, but not all of it. Shell will announce shortly that a limited budget will go to other media in selected areas. The Shell chemical campaign will be mostly in business papers; the institutional campaign will be largely in magazines. Kenyon & Eckhardt and Ogilvy, Benson & Mather will handle the drives.

(Continued on next page)

Shell-Ogilvy . . .

The breaking date for the campaign is not yet set. It has no implications for Canada, which is a separate operation. The campaign, which Shell people are close-lipped about, is obviously a source of satisfaction to Mr. Martineau, who noted mildy that some people had thought Shell and "its little agency" couldn't get one together so quickly.

▪ Mr. Martineau joined Shell in 1932. He is a spare, fit-looking man, who stroked the Oxford crew in 1930. Although his years in Oxford coincided with those of David Ogilvy, he said they had never met until a few weeks ago. He served with the Canadian army in a field artillery regiment during the war. Except for a short hitch in refining, he has been assigned to sales and marketing territories for most of his career. #

"I hope to have the least complicated department in the whole client business."

"Whatever agency commissions might be payable have no bearing on the fee."

Shell Setup Is Forward Step but Has Pitfalls: Rubel

CHICAGO, Nov. 23—Ira Rubel, agency management consultant, commenting on the compensation arrangement between Ogilvy, Benson & Mather and its new client, Shell Oil Co., today gave qualified approval to the cost-plus system, but he said such a system should not abandon the traditional 15% commission.

"A cost-plus basis for establishing a professional fee can be an excellent and equitable basis for compensation if proper planning and controls are used," Mr. Rubel said in a client memo. "But it has some of the problems that are inherent in the agency commission basis. It also has some other pitfalls which must be carefully watched."

The Shell-Ogilvy arrangement, outlined at the Assn. of National Advertisers meeting last week (AA, Nov. 21), calls for a fee arrangement instead of the 15% agency commission. Mr. Rubel, senior partner of Ira Rubel & Co., has long advocated "more realistic financial relationships" between clients and agencies.

▪ Among the "pitfalls" which Mr. Rubel said bear watching are:

- "If the Shell-Ogilvy arrangement indicates a rebating of some of the commission (and this is not clear from the publicity), it opens up all the dangers of putting the advertiser in the agency business.
- "The cost-plus basis not only has the same problem as the agency commission system has, namely, the more the advertiser spends the greater the agency's compensation, but it also has an additional problem: It may create a tendency toward waste, inefficiency and overservicing."

▪ Mr. Rubel said the answer to the problems of the commission system "is not to go from one commercial method (the 15% commission) to another (cost-plus); the answer is to put agency compensation on a professional basis (payment for value received), with the 15% as a convenient buffer—the equivalent of a professional retainer."

He said the Shell-Ogilvy announcement does not appear to be "of as great significance as its wide publicity might suggest. After all, this is only one of many fee arrangements that are, and have been, in existence for a long time.

"What is new about the Shell-Ogilvy fee arrangement," he said, "is the fact that it has been widely publicized and that it involves an extremely large account. We know of many arrangements similar to this one, some with annual fees of $1,000,000 or more, that have been operating for a long time, but there has been no publicity about them.

"What is important is the fact that during the past five years there has been a major shift in the sources of agency income. The evidence is the great rise in the ratio of fees to total income.

"According to a highly defined survey and analysis to be published soon by the 'Rubel Service,' service fees as a per cent of total income have increased at a rate of 300% to 400% since 1956. For example, in agencies billing between $5,000,000 and $10,000,000 annually, service fees have increased from 2.04% in 1956 to 21.34% in 1959."

▪ A similar proposal that agencies retain the 15% commission and add fees where media advertising and mark-ups do not provide for adequate compensation, was made by Edwin Hanft Co., New York.

In the agency's newsletter, "Additions," Mr. Hanft said: "Today, the agency's emoluments stem not alone from commissions on media advertising but also from mark-up on preparation costs and disbursements incurred in the production of advertising materials. Actually, the agency does not lose income when it counsels a client to divert all or part of its budget to non-commissionable activities. Fifteen per cent of $1,000,000 remains $150,000 whether the advertiser spends that $1,000,000 for publication advertising or for leaflets.

"It seems that what Mr. Ogilvy is really questioning is not the commission system but the 15%," Mr. Hanft said. "He feels that a 25% gross profit for his agency's service is warranted [the Ogilvy fee is determined by estimated cost plus 25% for profit].

▪ "So in effect he is asking the client to pay 10% more for commissionable advertising, with the media rebates contributing 15%. On non-commissionable expenditures, he is merely raising his prices. There is no argument with Mr. Ogilvy on this basis. When we compare his 'product' with that of many agencies, we accept the superior quality. More—we respect Shell for recognizing the difference."

Mr. Hanft said the scrapping of the commission system "would undoubtedly lead to a price war. . . Couldn't this eventually result in a lowering of advertising standards as agencies of [mediocre] caliber relentlessly seek a competitive edge, buying the lowest priced design, photography, art, printing—and, yes, thinking?

"The 15% commission system acts neither as a spur nor a brake to the drive of a creative agency," he said. "Where an advertiser, large or small, recognizes the creativity and standards of performance of an agency, the traditional system is flexible enough to accommodate a variety of agency-client relationships." #

Dailies Asked for Discounts in Shell Campaign

Letter Asks for Discount, Commitment Similar to That Given by Radio, TV

NEW YORK, Nov. 25—Ogilvy, Benson & Mather has asked publishers to match Shell Oil's "broadcast-type of commitment to newspapers" with broadcast-type discounts.

In a letter to representatives and publishers, the agency proposed a 10% discount for a 26-time schedule of seven columns or more; 15% for 39 times; 20% for 52 times; 25% for 65 times; and 30% for a schedule of 78 times or more.

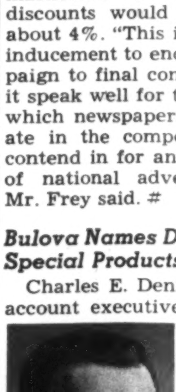
The OB&M letter, signed by Samuel Frey, vp and media director, cited the "increasing pressure" from advertisers and agencies for newspaper discounts. Refusal to recognize this pressure is "not realistic," publishers were advised.

▪ The request for discounts on the Shell schedule, which will involve more than 300 dailies, was based on the "conviction that newspapers generally have not kept pace with other media in offering adequate inducement for high-frequency, large volume use of their medium," Mr. Frey said.

Mr. Frey said that in 1960, Shell earned about 23% in discounts from its use of television, outdoor and radio advertising. Based on discount structures currently offered by newspapers on the oil marketer's '61 schedule, Shell's discounts would add up to only about 4%. "This is not much of an inducement to encourage this campaign to final conclusion, nor does it speak well for the policies under which newspapers currently operate in the competitive area they contend in for an increasing share of national advertising dollars," Mr. Frey said. #

Bulova Names Denney Special Products A.M.

Charles E. Denney, formerly an account executive with C. J. LaRoche & Co., New York, has been named ad manager for Bulova Watch Co.'s special products, succeeding Allen Smith, who has left Bulova.



Charles Denney

Mr. Denney will be responsible for radios, transistorized radios, portable stereophonic phonographs, razors and other non-watch items.

Canada Shell, OB&M to Use Traditional Commission System

TORONTO, Nov. 23—Shell Oil Co. of Canada and Ogilvy, Benson & Mather will use the traditional 15% commission system of agency payment when OB&M officially takes over the account Jan. 1.

The flat fee system, announced last week by U. S. Shell and OB&M (AA, Nov. 21), has caused considerable interest in advertising circles but few—if any—advertising executives feel that it can be construed as a major breakthrough in the traditional form of agency compensation in Canada.

▪ Since agencies in Canada still are enfranchised by various media associations—and most, if not all, of them stipulate that agencies are to retain commissions—it is unlikely that the OB&M-Shell flat fee system will make inroads in Canada for some time.

Advertising executives point out that under the present system in Canada, media, through their associations, have certain controls over agency income. For example, the franchise system allows them access to agencies' books. #

FC&B Names Bradshaw Managing Director in Canada

Richard B. Bradshaw, account executive in the Chicago office of Foote, Cone & Belding, has been named managing director and chief executive officer of Foote, Cone & Belding, Canada. Mr. Bradshaw will leave Chicago by the end of the year and headquarter in Toronto. Pat Freeman, FC&B president in Canada, will assume the additional responsibility of chairman of the plans board.

Richard B. Bradshaw

Mr. Bradshaw, a native of England, has been with FC&B 11 years and has served on the Kraft Foods, Hallmark and General Foods accounts.

'Look' Boosts McWilliams

Frank McWilliams has been named Cleveland advertising manager of *Look*, succeeding Harry Morris, who was recently appointed eastern ad manager of the magazine. Mr. McWilliams joined *Look's* Cleveland sales office in January and before that was assistant to the advertising director of Firestone Tire & Rubber Co.

Elects George Hersh VP

Albert Frank-Guenther Law has elected George T. Hersh II, manager of the Los Angeles office, a vp. He joined the agency in 1957.

High Court Ruling Seen New Lever for Fair Traders

(Continued from Page 3)

state fair trade laws work.

Last year the Supreme Court had also recorded its support for state loss leader laws.

Upholding a decision against Safeway under Oklahoma's loss leader laws, Justice Felix Frankfurter spoke for his colleagues by declaring: "Selling of selected goods at a loss in order to lure customers into the store is deemed not only a destructive means of competition, but it also plays on the gullibility of customers by leading them to expect what generally was not true, namely, that a store which offered such an amazing bargain was full of other such bargains."

▪ The Four Corners Pharmacy case undoubtedly will be studied by fair traders all over the country. Until now, they have depended on suppliers to bring enforcement action against price cutters. Suppliers sometimes hesitate to offend big-volume price cutters, and it hasn't been easy to get the price cutters into court.

Recently, a group of druggists banded together in Chicago to stop a Dart Drug franchisee from cutting prices. Similar developments have been reported from California. And the Four Corners case seems to indicate that there is a clear track, as far as the U.S. Supreme Court is concerned.

▪ The full meaning of the Four Corners case may not actually be known, however, until there have been other retailer vs. retailer enforcement actions in other states. In this case, the litigation was testing Maryland's fair trade law. All that's been resolved is that the Maryland law allows this kind of action; that it is not inconsistent with Maryland's constitution; and that—as the Supreme Court said Monday—there is "no federal question."

An individual retailer who brings this kind of a case takes something of a calculated risk. The cost of getting a case before the Supreme Court is beyond the reach of most "small businesses." Moreover, there's always a possibility that his community will resent his effort to enforce a price fixing arrangement.

▪ The fair traders in the District of Columbia's Maryland suburbs will never get the kind of foolproof policing that the state provides to protect the county-operated Montgomery County liquor dispensary from the competition of the cut-price liquor retailers in the District of Columbia.

The county's liquor dispensary—which donates its profits to the operation of the public school system—is consistently undersold. In order to curb the importing of cut-price liquor from the District of Columbia, it enjoys the protection of a law which says that Marylanders cannot transport more than one quart monthly into the state.

▪ Just before Christmas each year, the county constabulary puts some sharp teeth into this protective measure. Unmarked police cars are spotted near the big cut-price liquor stores in the District of Columbia. If a case of liquor goes into the trunk of a car with a Maryland license, they tail it to the District line. Usually half a dozen victims are picked off at the border every holiday season. While the law contemplates jail sentences, the county is usually satisfied to levy a fine—and confiscate the liquor. #

9 OUT OF 10 DO
...why not you?

GRATIS—*A new ad campaign of the Citizens Committee to Keep New York City Clean, keyed to the theme that 90% of city dwellers use sidewalk litter baskets, features nine celebrities serving as models without pay: Mary Martin, Ed Sullivan, Julius La Rosa, Mayor Wagner, Dina Merrill, Jackie Robinson, Sam Levenson, Rosemary Clooney, and Tony Gil, last year's clean-city poster boy. J. Walter Thompson Co. is the agency.*

'Chain Store Age' Wins Consent Decree in Research Piracy Hassle with 'Merchandiser'

(Continued from Page 2)

Store Age's fact-gathering arm, Business Guides Inc., the problem of plagiarized research data is not confined to the business paper field only.

In an interview today, Mr. Slobod indicated that the use of old and outdated research data—particularly lists of potential business prospects—might cost advertisers and sales organizations millions of dollars each year.

This is particularly true, he said, in the direct mail field. "To most people a list is just a list," he said. "In the publishing field, an advertiser is protected by the Audit Bureau of Circulations. If he buys 50,000 circulation, he's sure of reaching that number with his message.

"In the list business, however, there's no such thing as the ABC. The common practice is to go to a list broker, most of whom work with nothing more than the hats on their heads and on the premise that all mail is 95% deliverable.

"These people get away with selling outdated and often useless mailing lists because of the popular misconception that 2% is a good return on a mailing," he said. "Maybe 2% is a good return when you're mailing to a general audience, but when you're aiming at a specialized audience for your product, it's ridiculously low."

■ Mr. Slobod said that, according to the Mail Advertising Service Assn., the total cost of direct mail advertising comes to about $1.1 billion a year. He said that because of the widespread sale of outdated and improper lists—some in circulation for nearly 25 years—perhaps 25% of the total direct mail expenditure, or some $275,000,000, is wasted.

"If ever an ABC of directories is established I'll be the first one to support it," he said. "This protection is not needed only for ourselves, but for everyone who uses directories and mailing lists—advertisers, agencies and sales organizations."

Mr. Slobod is no slouch at protecting the integrity and copyright of his own string of nine directories. Over the past ten years, *Chain Store Age* and its affiliate, Business Guides, have initiated and triumphed in eight cases of copyright infringement.

These were not all directed against fly-by-night operators.

■ "With the exception of one or two cases," Mr. Slobod said, "these were all reputable publishers. One publisher, whom I won't name, went out and hired a list broker, who turned right around and copied one of our directories that was three years old and passed it off as up to date. We sued them both and won."

Another case involved a directory of furniture stores published for the last time by *Chain Store Age* in 1947. This same list, Mr. Slobod said, can still be bought in "50 different mailing list houses" as a 1961 compilation.

To protect the copyright of his own directories, Mr. Slobod has come up with a system of plants—intentional errors in directory listings to trap the plagiarist but not to mislead the legitimate user.

"If we're listing a store that's located on Broadway Ave., we change it to Broadway St. Postal zone No. 5 becomes Postal Zone No. 6. A Kimball telephone exchange becomes Kindle, and so on. We put three or four of these on each page of our directory, and if we get to court, we point out that one error in a list might be coincidence, but two identical errors is plagiarism.

"One magazine we caught red-handed listed 188 leading chain stores, of which 144 were [illegible]. This publisher could have gone to his own files for the correct information, but instead he lifted it from us."

STATEMENT VIOLATES PACT, MISLEADS: BEIL

NEW YORK, Nov. 25—In connection with the consent settlement, Preston J. Beil, publisher of Merchandiser Publishing Co., issued the following statement:

"It would seem that two new and comprehensive annual directories—(1) the *Grocery Supermarket Non-Food Buyers Directory* and (2) the *Chain Drug Store Buyers Directory of Varicty Merchandise*, published by Merchandiser Publishing Co., have been attacked by Lebhar-Friedman Publications because of their inclusion of some minor listings.

"Rather than engaging in costly and time consuming litigation on these relatively minor and insignificant matters, Merchandiser Publishing Co. has elected to settle their differences privately. The dispute concerns only parts of some lists included in Section 5 of these new directories and does not concern nor involve the four major sections which are the primary listings and basic trade references.

"We are now somewhat amazed to learn that *Chain Store Age* (Lebhar-Friedman Publications) has violated our agreement and apparently seeks to attack Merchandiser Publishing Co.

■ "Merchandiser Publishing Co., in addition to publishing *Variety Storc Merchandiser*—the leading publication in the $11 billion variety and general merchandise chain store field, also produces the annual directory *Variety Department Store Market*, which has enjoyed unprecedented success for nearly 14 years. Neither of these publications is involved in this small controversy.

"At the same time, according to the private agreement between the two publishing firms, it was specifically stated that (a) it was not to be used for advertising purposes, (b) that it had not been adjudicated on the basis of merits, and (c) there had been no awards for costs. We now learn that *Chain Store Age* (Lebhar-Friedman Publications) has released copies of statements which, read out of context with other agreements and understandings, are calculated to cast doubt on the leadership and dominant editorial and advertising position of *Varicty Store Merchandiser* and its directory *Variety Department Store Market*.

■ "Not only are these basic publications not involved, but the settlement in no way prevents the publication of future editions of directories in the grocery or drug field; nor does the settlement restrict Merchandiser Publishing Co. from the inclusion of grocery or drug chain lists in future editions."

WTRF-TV STORY BOARD

T. R. Effic!

We think it's about time they put designers of women's bathing suits in charge of all government budgets.

Wheeling wtrf-tv

Lady Gorilla: "Keep your hands off me, you big ape!"

Wheeling wtrf-tv

Salesmanager Need Smith says that his first race was a big disappointment . . . then he thought the SPORT OF KINGS WAS QUEENS!

wtrf-tv Wheeling

It was the scissors grinder who exclaimed happily: "This is my busiest season, I never saw things so dull!"

Wheeling wtrf-tv

Overheard: "She felt like a young colt but looked more like an old .45."

wtrf-tv Wheeling

If you're careless enough, your car will last you a lifetime.

Wheeling wtrf-tv

Contrary to medical opinion, tight clothes do not stop a girl's circulation.

wtrf-tv Wheeling

Working up those new budget schedules? Check into the flourishing Wheeling-Steubenville Industrial Ohio Valley, the market that made WTRF-TV a primary TV buy. Ask George P. Hollingbery about bonus merchandising too.

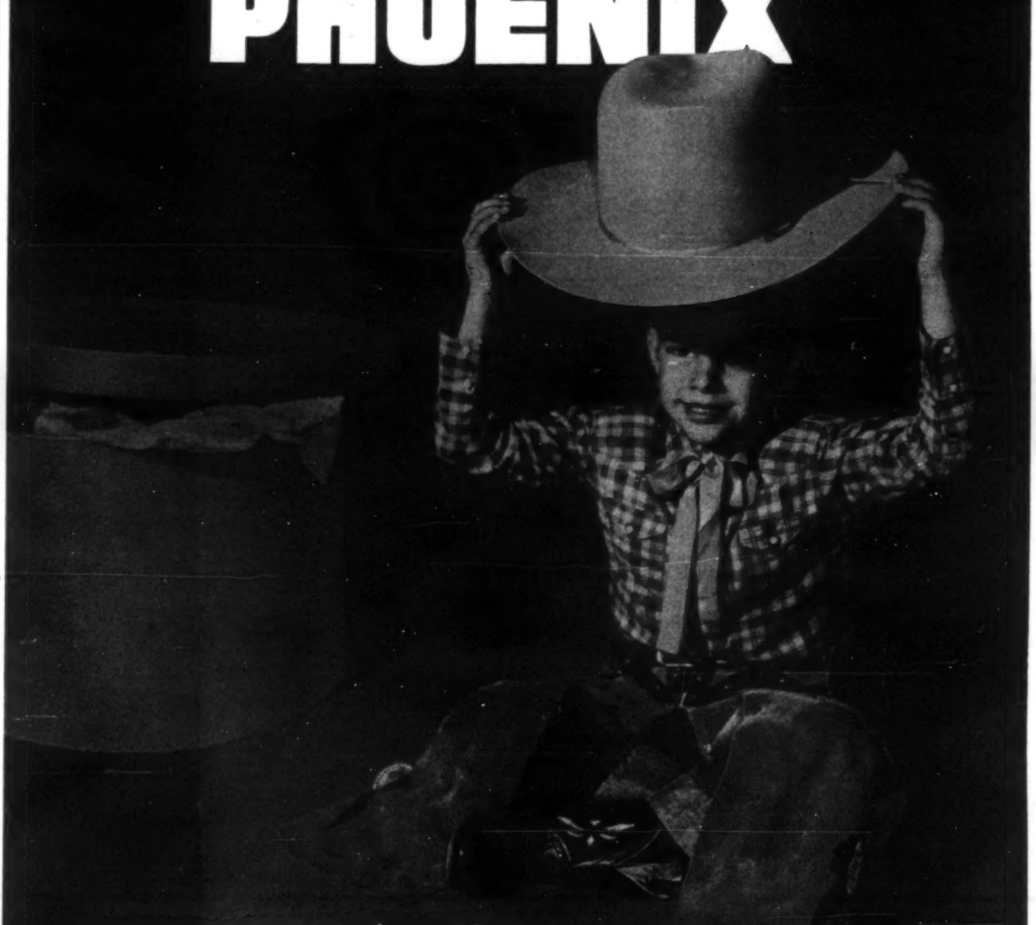
Wheeling wtrf-tv

She looked like a million and was just as hard to make.

CHANNEL SEVEN • WHEELING, WEST VIRGINIA

Think **BIG** when you think of

PHOENIX



Try these on for size! In the past 5 years:
Food sales **UP 69.5%** to $178,598,000; motor fuel consumption **UP 70.7%**; 93.7% of families own passenger cars, with 33.7% owning two or more.
In the construction field Phoenix now ranks 11th in residential building volume among U.S. metropolitan areas. Building permits totaled $89,621,786 in 1959.
Here is BUYING POWER . . . BIG buying power, and you can penetrate it with the ONE LOW-COST MEDIUM that provides daily metropolitan coverage of **91.6%**, plus a **63%** BONUS state-wide coverage.

The Arizona REPUBLIC

The Phoenix *Gazette*

CHAS. E. TREAT, NATIONAL ADVERTISING MANAGER, BOX 1950, PHOENIX, ARIZONA • PHONE ALPINE 8-8811 • REPRESENTED NATIONALLY BY KELLY-SMITH CO.

Welch
Shively
Sanders
Peterson
Bodden
Volger
Corken
Black
Lee
Shaw
Ellerman
McKibben

NAB IN CHICAGO—*Chatting at the Chicago regional meeting of the National Assn. of Broadcasters are Neal Welch, WSBT-TV, South Bend; Richard Shively, WTVW, Evansville; Ernest Sanders, WOC-TV, Davenport; Edwin Peterson, Keystone Broadcasting System, Chicago; Robert Bodden, WSWW, Platteville, Wis.; George Volger, KWPC, Muscatine, Ia.; Maurice Corken, WHBF, Rock Island; Norman Black Jr., WDAY-TV, Fargo; Carl Lee, WKZO-TV, Kalamazoo; Donald Shaw Jr., ABC-TV, New York; Gene Ellerman, WWTV, Cadillac, Mich.; and William McKibben, WIL, St. Louis. This was the seventh of eight regional meetings to be sponsored by NAB this year.*

Scrutinize Character of Applicants Closer, WWDC's Strouse Urges FCC

(Continued from Page 2)

and money to do a thorough job in checking the character and background of applicants for licenses.

"I'll bet there are broadcasters who got licenses without too much trouble but who were turned down by insurance companies—and not for medical reasons," he said. "I'm, of course, talking about a lunatic fringe here."

Mr. Strouse warned his audience that media buyers in the future will want to know more about the compositions of audiences of radio stations, and added that "less attention will be paid to the mere weight of numbers." He urged the station owners to conduct more depth studies of their audiences.

The Washington, D. C., executive then blasted "phony" radio advertising and warned that "phony radio station promotion must go too.

■ "If we carry false advertising, distorted news, fake contests, phony promotions, we're not long for this world," he said. "And we don't have to wait for the FCC, the Federal Trade Commission or the 'F' anything else to take action. We'll lose public confidence and we'll be out of business. There's no room in this broadcasting business for payola, for racketeering, for dishonesty of any kind."

Mr. Strouse then took a swipe at people who have been demanding that radio stations adopt one rate card for all advertisers. Pointing out that circumstances and markets vary, he asserted that the question of rates must "be answered separately by each station operator."

"It isn't important whether you have one rate card or six of them," Mr. Strouse said. "The important thing is that you carefully define who gets what rate, that you treat competitive accounts with a sense of fairness, that whatever your card or cards you stick to it. Better two cards than no card at all. When no one knows what your lowest price is, you've lost your integrity and the confidence of your customers."

■ E. C. Quinn, vp-sales divisions, Chrysler Corp., criticized "the people who talk about the need for austerity in this country.

"I see no way to institute a program for national austerity without also instituting a program for more government planning, more regulation, more economic decisions made in Washington and fewer made by the normal competitive operation of a free market," he said.

"If this is true, then in the long run the Spartan school of thought presents a greater danger to the preservation of our free enterprise system than some of the more obvious attacks that have been made on it over the years," he said.

Mr. Quinn praised a "new surge of quality programming, particularly in the area of news, public affairs, and special documentaries.

"There has been a whole new series of fresh drama and musical shows," he said. "And I feel sure that these programs are not on the air solely because of any tremendous ratings they may pull. They are on the air in large part because you men and women in radio and television management have recognized your obligation to introduce quality into your programming concepts."

■ At a closed meeting of radio broadcasters, concern was expressed by NAB staff members about the number of stations supporting a stiffer radio code, which became effective last July 1 (AA, June 27).

It was disclosed that only 49% of the stations which subscribed to the old "standards of practice" radio regulations are currently supporting the new code. A total of 998 stations, of which only 70 are not members of NAB, subscribe to the new code. There are 4,494 radio stations in the U. S.

It was announced that the radio code board of NAB will meet Jan. 15, and members were urged to send in suggested code revisions to the board before that time.

■ At a television session, Louis Hausman, director of the Television Information Office, took a swipe at newspapers for alleged comments on tv information activities.

"When the Television Information Office was formed," he said, "it and the broadcasters' code were called 'a big whitewash' by some segments of the press." But soon thereafter, he declared, the newspaper industry set up its own information office which he said was described in the daily press as "a much needed step toward a better public understanding of newspapers," a phrase which Mr. Hausman termed as "language which came almost intact out of a Television Information Office report."

Mr. Hausman said that, to help impress the public with the number of good programs on the air, tv stations in 12 cities are now jointly publishing monthly schedules of information and educational programs. With other stations soon to join in this activity, about 100,000 community leaders throughout the nation will receive such schedules regularly this winter, he said.

■ Asserting that teachers are said to be "the group least friendly to television" and that they are a prime influence on public opinion, Mr. Hausman cited two coöperative projects in which his office now is engaged with teachers. One is a resources book on television soon to be published by the National Council of Teachers of English and distributed to 60,000 teachers from primary to college level, explaining tv and types of tv programs that can be used in teaching English.

The second project is an inservice course on tv for teachers in New York City schools, where teachers are required to take a certain amount of such courses in subjects such as the theater, music and journalism but where a course in tv never before has been offered.

■ E. K. Hartenbower, chairman of the television code review board, warned broadcasters to screen carefully the post-1948 feature movies now being released to television, some of which are related to questions that have been raised about code interpretations. "This is not to discredit this material," he added, "for certainly the great percentage of it is acceptable television fare. But remember, some of it raised a few eyebrows when exhibited originally in theaters."

Mr. Hartenbower said that personal products advertising on tv has improved steadily in quality and taste, particularly among deodorants, and that continued improvement is expected in this and in the depilatory and foundation wear fields. He stressed that the code in its early days "had difficulty in getting its points over to the agencies, or even getting to see top executives," but that "our reception at the agency and advertiser levels has improved greatly." #

Wometco Buys KVOS-TV

Wometco Enterprises, Miami, has completed negotiations for the purchase of KVOS-TV, Bellingham, Wash., subject to the approval of the Federal Communications Commission and a ruling from the Internal Revenue Service. Purchase price was $3,000,000. Wometco also owns WTVJ, Miami; WLOS-TV, Greenville-Asheville-Spartanburg; 47½% of WFGA-TV, Jacksonville; WLOS, Asheville, N.C.; theaters in Greater Miami, Tampa and West Palm Beach; the Miami Seaquarium; vending operations in Florida and Bahamas and other properties.

Magne-Tronics to Zanphir

Magne-Tronics Inc., New York, specialist in "motivational" background music, has named Peter Zanphir Advertising, New York, as its agency. Initial advertising, expected to break in December, will feature the company's entry into the automatic radio programming field.

Refugee Cuban Agency Relocates in Argentina, Peru

New York, Nov. 22—Bernard Jennings, an American who operated an advertising agency in Cuba, has left Havana and transferred his operations to Argentina and Peru.

Publicidad Jennings, expropriated by the Cuban government, has been reestablished in Buenos Aires and Lima. Mr. Jennings reported this week that the two offices will be partially staffed by Cuban exiles who formerly worked for the agency in Havana.

Mr. Jennings is headquartered at 1753 Santa Fe, Buenos Aires.

■ Meanwhile, another group of Cuban exiles in New York have announced plans to publish *Vanidades*, women's service magazine taken over by the Castro government. This is the same group (organized as Foreign Publications Inc., 60 E. 42nd St.) that recently launched *Bohemia Libre*.

Vanidades will make its bow in December as a bi-monthly distributed throughout Latin America and in Spanish-speaking parts of the U.S. It plans an initial circulation of 115,000. The one time b&w page rate has been set at $990. #

Nielsen-Attwood-Infratest to Measure German TV

Infratam & Co., a new German company, is being organized to provide electronic measurements of the television audience in West Germany. The company represents a three-way partnership. One-third of the capital will be held by a German research company, Infratest of Munich. The remaining two-thirds will be held by A. C. Nielsen Co. and Attwood Research of London. Nielsen and Attwood have. combined their forces to provide the TAM service in Britain. They plan to operate on the European continent through a soon-to-be-organized holding company, Eurobar of the Netherlands.

Doyle Dane Boosts Sanders

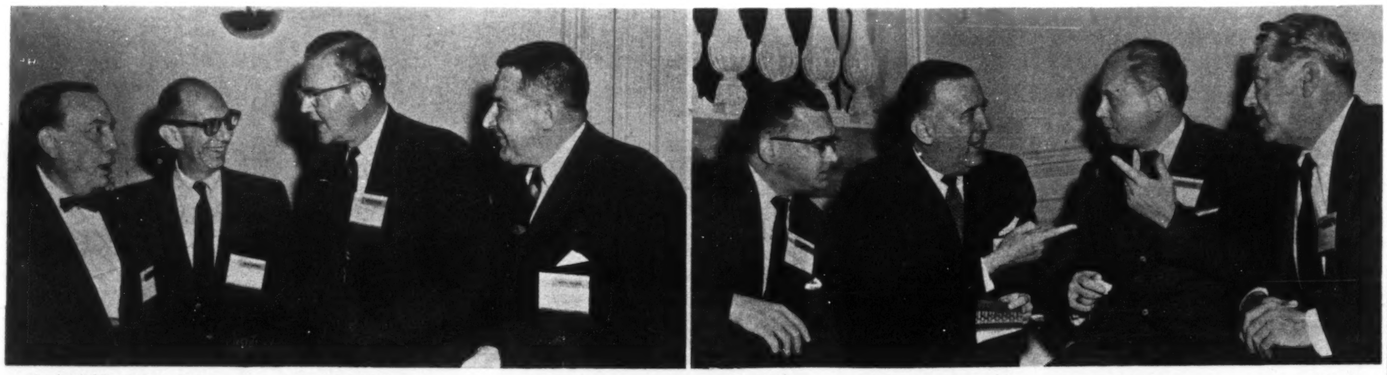
E. Lowell Sanders, a senior marketing account executive at Doyle Dane Bernbach Inc., New York, has been named marketing director, a new post. George Rike, formerly senior copywriter at Mergenthaler Linotype Co., has joined the agency's copy staff.

Bostwick Leaves F&S&R

Arthur S. Bostwick, pr director of Fuller & Smith & Ross, Cleveland, for 10 years, has left the agency. He expects to announce his plans soon.

Doles to Robertson, Buckley

Edmund P. Doles, formerly advertising and sales promotion specialist at General Electric Co., has joined Robertson, Buckley & Gotsch, Chicago, as copy chief.



BROADCAST HUDDLE—*Discussing broadcast industry problems at the Chicago regional meeting of National Assn. of Broadcasters are Walter Rothschild, KHQA-TV, Quincy, Ill.; Louis Hausman, Television Information Office, New York; Robert Krieghoff, WTOL-TV, Toledo; Hugh Boice Jr., WEMP, Milwaukee; Don Desmit, WKZO-TV, Kalamazoo; Franklin Small, WFBM, Indianapolis; Joseph Baisch, WREX-TV, Rockford; and W. J. Teich, KOEL, Oelwein, Ia. The regional confab was held at the Edgewater Beach Hotel.*

N. Y. Commuters Go Home Loaded—With Monks' Bread

(Continued from Page 3)

ly brought the bread home? Today we are helping you prove the point. We are providing the bread. It is Monks' bread. We think it is one of the finest breads ever made. The Trappist monks at the Abbey of the Genesee have been baking it for years.

"Now, under a special license using the recipe created by the good monks and baked under their supervision, it's available to you. Be our guest. Eat it at dinner tonight. Toast it for breakfast tomorrow. We know you'll enjoy it."

■ One of the busiest bread-donors was a young man named Larry Gross, account exec for Grey on Monks'. Larry intimated his job was one of the most interesting in the world. "I spent a night in the monastery when I was put on this account," he said. "I wanted to get the feel of the whole thing. It was tremendous. You have no idea what a feeling of peace and quiet and tranquility you get in a Trappist monastery. I went to mass the next morning. First mass I'd ever been to. Attended once since, when they buried George Cadenas, one of our pr people.

"How do you like the advertising? The painting of the monk on the car cards? The advertising tries to reflect the quiet and tranquility of the monastery—because that's the way it actually is. You look at the car card and you say, 'That's a quiet-looking person.'

■ "When I was at the monastery, I gave the same presentation of our advertising plans that I gave to Ward. The monks were delighted. We've even had a visit from Brother Clare, the monk who's our, er, client-contact. He was delighted with what he saw at the agency. He absorbed so much, he must have worked for Y&R or somebody before he became a Trappist.

"We're on a spend-as-you-go basis. Between October and the end of December we'll spend $100,000 on Monks' bread—on subway and commuter train car cards, 213 radio spots a week on ten stations in the metropolitan area. The monks get a royalty—several cents from each loaf. Out of that they pay for part of the promotion; Ward picks up the rest of the tab."

■ Mr. Gross was interrupted by a commuter getting off at Rye. "You missed getting a loaf of bread," said the commuter to Mr. Gross, settling his own loaf more securely under an arm. "It's a shame." Then, meditatively, "They need clean cars on this line more than they need bread."

Mr. Gross nodded affably, and resumed with his interviewer, "We sold 160,000 loaves last week in metropolitan New York . . ."

He stopped momentarily, the better to eavesdrop on the conversation of two more departing commuters.

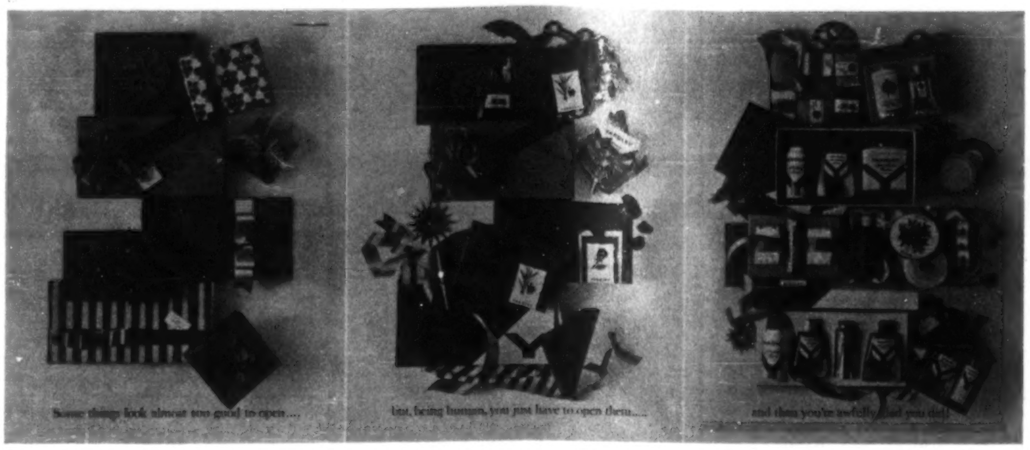
"Got your Monks' bread?" asked the first.

"Yeah," said his friend.

"What do you think of it?" asked the first.

"Well," was the reply, "you've got a Catholic administration in Washington now; you've got to expect things like this." #

SIGN HOLDERS for TRUCKS
TRANSIT BUS STYLE FRAMES
for changeable copy
ADVERTISING CARDS → FREE PHOTO ALBUM
THE YARDER MANUFACTURING CO.
724 Phillips Ave. GReenwood 4-5471 Toledo 12, Ohio


Some things look almost too good to open....
but, being human, you just have to open them....
and then you're awfully glad you did!

SPARSE COPY—*For its Christmas advertising Yardley of London is running this three-page color ad in December issues of Life, McCall's, Time and Seventeen. The first page displays gift-wrapped packages only, with not a brand name showing. The facing page shows them being unwrapped, while the third page shows what's inside. The ads also are featured in window display panels, a poster and counter display unit. Doyle Dane Bernbach, New York, is the agency.*

Well-Lit Box Is Ideal Agency Office, Mail Poll Reveals

NEW YORK, Nov. 22—A New York real estate company reports that advertising agencies throughout the country favor development of a master layout plan for offices, with the plan flexible enough to be altered to suit individual agency needs.

H. K. Negbaur & Co., which conducted a survey of agencies, said that while there was strong support for the master layout, there was little positive interest in a building designed specifically for advertising agencies.

The layout most preferred by agencies is a square-shaped floor with windows along the outer walls.

■ Asked to arrange eight factors in order of importance when selecting offices, 56% of large agencies and 44% of small agencies put rent at the top of the list; 19% gave top priority to easy access to transportation; air conditioning and room for future expansion each got 12% of the first ballot votes.

H. K. Negbaur, head of the real estate company, was pleasantly surprised by the response. He sent questionnaires to 207 agencies and got back 107 replies—"by far the highest degree of cooperation we have ever received," he said. #

Josephine Walsh Named St. Louis Adwoman of Year

Josephine Durham Walsh, vp of Gardner Advertising Co., has been named St. Louis Advertising Woman of the Year by the Women's Advertising Club of St. Louis. Mrs. Walsh got her start in advertising as secretary for the advertising director of a St. Louis department store 25 years ago. When a job opened in the store's copy department, she got it. Mrs. Walsh, who developed an interest in cooking as a hobby, joined Gardner in 1944 to work on food accounts.

Josephine Walsh

She is a past president of the Women's Advertising Club of St. Louis and a member of the Advertising Writers Club of St. Louis.

Porta-Floor Names Calvin

Porta-Floor Inc., St. Louis, manufacturer of a new interlocking floor tile for trade show exhibitors, has appointed Calvin & Co., St. Louis, to handle its advertising.

Morse Organizes Ad Clinic

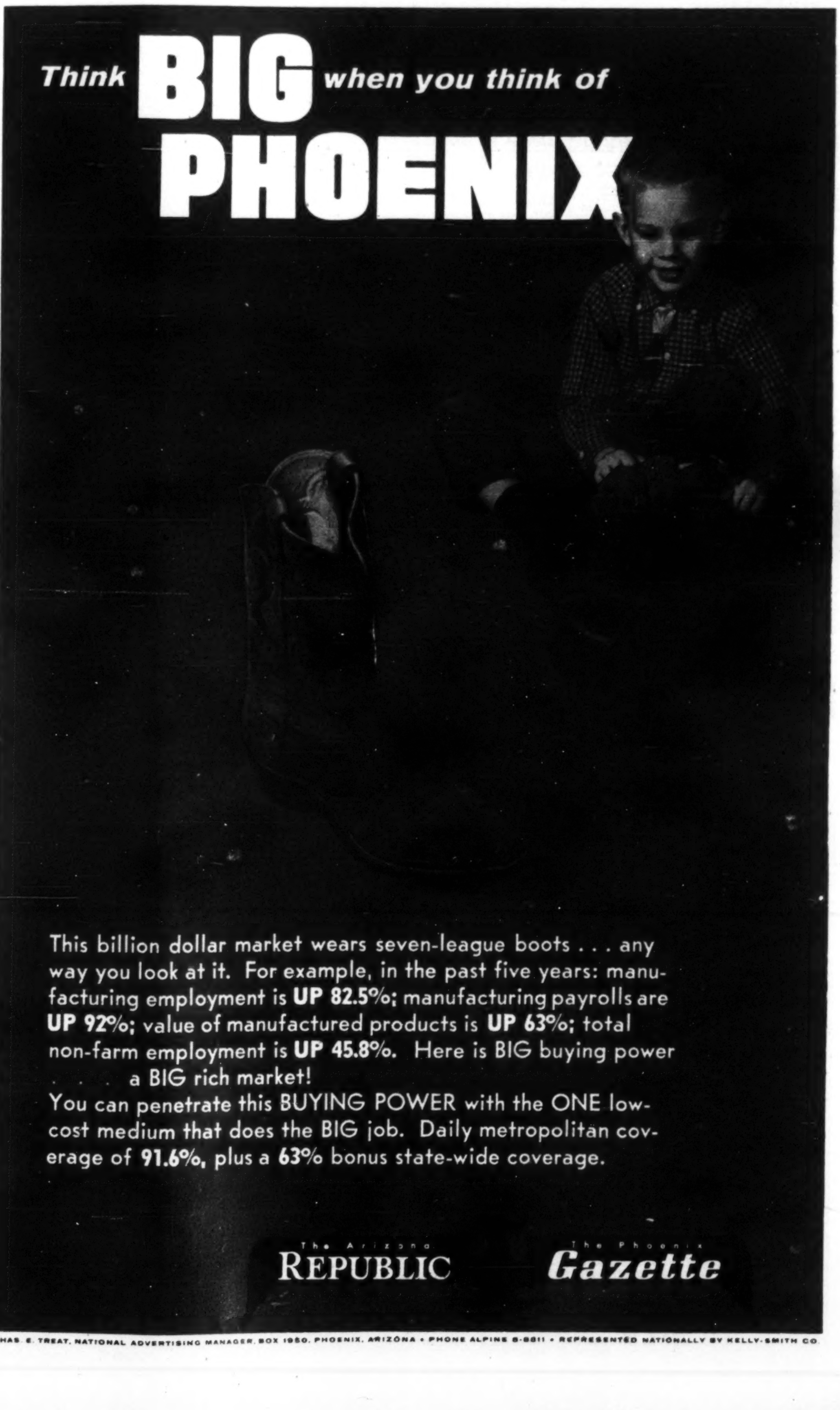
Herbert A. Morse, consultant on supermarket advertising, has founded an ad improvement clinic at his offices, 141 E. 44th St., New York. Participation, through the mails, includes an evaluation of ads and recommendation for improving them. The charge is $45 for 10 ads, $2.50 each for additional ads.

Solar Electric to Sommers

Solar Electric Corp., division of El-Tronics Inc., ~~Warren,~~ Pa., has appointed Ted Sommers Inc., Fairfield, Conn., to handle its advertising. Heineman, Kleinfeld, Shaw & Joseph, New York, is the former agency of record.

WGHQ Appoints Rush

Warner Rush, previously general manager of WCRV, Washington, N. J., has been appointed sales manager of WGHQ, Kingston, N. Y.


Think BIG when you think of PHOENIX
The Arizona REPUBLIC
The Phoenix Gazette

This billion dollar market wears seven-league boots . . . any way you look at it. For example, in the past five years: manufacturing employment is **UP 82.5%**; manufacturing payrolls are **UP 92%**; value of manufactured products is **UP 63%**; total non-farm employment is **UP 45.8%**. Here is BIG buying power . . . . a BIG rich market!

You can penetrate this BUYING POWER with the ONE low-cost medium that does the BIG job. Daily metropolitan coverage of **91.6%**, plus a **63%** bonus state-wide coverage.

CHAS. E. TREAT, NATIONAL ADVERTISING MANAGER, BOX 1950, PHOENIX, ARIZONA • PHONE ALPINE 8-8811 • REPRESENTED NATIONALLY BY KELLY-SMITH CO.

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1960 49,928

HELP WANTED

ADVERTISING SALES

Leading publication in Metalworking Field has opening for experienced salesman acquainted with Machine Tool Builders and Metalworking Manufacturers in Midwest. Liberal salary and bonus arrangement for man with right background. Please send resume' to

Box 4328, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE

Publishers Employment
469 E. Ohio St., Chicago Su 7-2255

Hundreds of $7,000-$35,000 Executive jobs available. Get Free Report. Strict confidence. **National Employment Reports, 20 E. Jackson, 902G, Chicago 4, Ill.**

BETH TURNBULL NEEDS:

1. Art Directors—Industrial and Pharmaceutical accounts—in and out of town.
2. Men and Women for Production Art.
3. Creative Layout artists with retail agency and studio experience.
4. Experienced retouchers—B&W and Color.
5. Many apprentices

BARNARD PERSONNEL
220 South State St., WA 2-2306

MOTION PICTURE SALESMAN OR SALESWOMAN WANTED FULL OR PART TIME TO HANDLE T. V. COMMERCIALS, INDUSTRIAL AND PUBLIC RELATIONS FILMS. EXCELLENT OPPORTUNITY FOR ADVANCEMENT. SUBMIT RESUME TO SEIDER— LANG PRODUCTIONS 163 EAST MERRICK ROAD, MERRICK, NEW YORK PH. MAfair 3-2300

MOLENE PERSONNEL SERVICE

publicity .... editors
adv. managers .... copywriters
artists ...... media ...... production ...... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

AM FORMING small new agency. Need young, experienced man in Los Angeles area to serve in executive and sales capacities; and who is willing to start from scratch. If the Company grows, so do you.

Box 27 R 931 A ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

ADVERTISING PUBLIC RELATIONS & PUBLISHING JOBS AVAILABLE

Mr. Love
f. w. BARNHOLDT & Associates
185 N. Wabash Chicago 1 FR 2-0115

SPACE SALESMAN YOUTH FIELD

National magazine has Chicago opening for experienced man. Consumer sales experience in midwest preferred. Send full resume to:

Box 4332, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SELL YOUR CLIENTS PUBLICITY!
WE'LL DO IT FOR YOU!
Your Client Pays Only For
Results . . . No Fees Or Retainer.
MORRIS L. ROTH PUBLIC RELATIONS
510 No. Dearborn, Chicago
WHitehall 4-6998

DON HARRIS NEEDS:

. . . resumes from authentic first-raters who've decided to move but not when, who in the meantime are waiting for bonuses, the increased profit-sharing they can leave with after Dec. 31, and for bluer business skies.

Don's files fill most of his needs. Mostly the right job is not waiting for the right man at a particular moment. The sooner Don knows about you, the less the likely waiting. The jobs he lists are those for which he has not exactly the right applicants. He has no special needs this week not already advertised.

DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago, Wa 2-9400

POSITIONS WANTED

MANUFACTURERS—AGENCIES

Top adv. & promotion mgr. strong in applying modern marketing concepts to campaigns. Heavy food exp., good administrator, 37, master's degree, will relocate.

Box 4323, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HARD HITTING AND SUCCESSFUL

Space Salesman. Past history of producing big billings. Salary or Comm. East Coast.

Harold Tucker, 69 Fairmont Avenue,
Clifton, New Jersey

FREE LANCE PUBLIC RELATIONS

Seasoned newspaperman offers taste and economy for Chicago clients.
PRESS DIRECTIONS, Room 1914, 343 S. Dearborn St., P. O. Box 1359, Chicago 90.

WRITER seeks career position in industrial publicity, adv. or sls prom. Commuting distance of NYC ONLY. Agency and comp. exp.

Box 4329, ADVERTISING AGE
630 Third Ave., New York 17, New York

SEEK SPACE SALES POSITION

Dynamic Exec. wants top flight sales post. 7 years adv. sales exp. Prefer South, will relocate, Family man, age 36. Resume.

Box 4330, ADVERTISING AGE
630 Third Ave., New York 17, New York

WRITER. Age 36. Former AP stringer. Radio-TV news editor. 8 years experience. Also familiar brochure planning and production. Idea man. Desire be member PR operation.

Box 4331, ADVERTISING AGE
630 Third Ave., New York 17, New York

BLUE CHIP CALIBRE ADVERTISING OR PR COPY

These free lance services are free—(unless you're completely satisfied).

Box 4333, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Marketing Executive—Age 31; BA, MBA Wharton. I have had a most successful, dynamic background in the chain and department store field. The experience I have gained is heavy in all phases of Business Management with emphasis on Marketing including Advertising, Sales, Merchandising, and New Product Development. If you need Planning, Organization, Administration, and Sales, I'm your man. The position I desire will have a substantial growth potential.

Box 4334, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ARE CLIENTS SCREAMING FOR PUBLICITY ......?

New York "pro" with demonstrated ability offers free lance services. Modest fee.

Box 4335, ADVERTISING AGE
630 Third Ave., New York 17, New York

MIDWEST ADVERTISING MANAGER

One of the fastest growing, national, consumer magazines in the country is looking for a man to head its Chicago advertising office. He must have an outstanding record of Midwest space sales for a consumer publication. Unlimited opportunity is offered to the man who can qualify because of his superior sales record and his ability to stimulate and lead a sales staff effectively. If you are looking for a bright future and a challenging position with a progressive firm (profit sharing among benefits), send a detailed resume including educational background, job record and salary requirements to **Box 413, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois. Confidential communications will be respected as such.**

POSITIONS WANTED

SELLING AG BACKGROUND

Any phase mktg. Background: copy, Acct. Exec; Agency Mgr; Mktg. Mgr; Top concerns.

Box 4336, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES PROMOTION EXECUTIVE

17 yrs. direct-sales to Consumer, Dealer, Exec. levels. Brochures, Catalogs, Direct-Mail, Sls. trng., Field-Calls as Your Rep. Age 42, Formerly: N. U. Evening Faculty Sls. Instructor, Sls. Prom. Mgr. multimillion Dollar annual sales. Part time for any size company. Will travel.

Box 4341, ADVERTISING AGE
200 E. Illinois St., Chicago 11 Illinois

REPRESENTATIVES AVAILABLE

PUBLISHERS' REPRESENTATIVE FIRM COVERING THE 11 WESTERN STATES

Seeks one additional established publication. If you need intelligent, aggressive representation in the West, Write

Box 27 R 867, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

PUBLISHERS REPRESENTATIVE FIRM COVERING 15 SOUTHERN STATES

Reputable organization with headquarters in Atlanta, Georgia, experienced in business publications, desires to add additional non-competitive publications. Let us assist you in developing your Southern territory.

Box 4337, ADVERTISING AGE
630 Third Ave., New York 17, New York

BUSINESS OPPORTUNITIES

I AM IN THE MARKET . . .

. . . for buying a small established agency in the Los Angeles area only. What have you?

Box 27 R 931 B, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

ACCOUNT EXECUTIVE

Small, established N.Y. agency desires energetic man, preferably with some billing. Some industrial accts, leads furnished. Draw. Opportunity for eventual partnership.

Box 4338, ADVERTISING AGE
630 Third Ave., New York 17, New York

BE A JET-AGE 49'ER

Start from scratch and pan your own in San Francisco! Capable, experienced young account handler available to open a West Coast branch for your growing Agency. Will consider a joint venture.

Box 27 R 939 ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

MISCELLANEOUS

THIMK! FIT ADV. SCRATCH PADS

into your promotion or show plans, write for price list (commissionable): **Progress Print, Inc. 204 Richmond, Appleton, Wis.**

the copy shop
MU 3-1455
270 madison/ny 16

Copywriting Studio
Confidential Work

Add 26 copy experts to your staff—but not to your payroll—get a top creative team for a pre-agreed per-job fee.

Persuasive Communication
any kind — any medium

ADVERTISING—MERCHANDISING

Broad exper. advertising, merchandising, sales promotion, broker sales management consumer packaged products. Efficient administrator, highly creative—will accept responsibility. Present income low five figures.

Box 490, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

New "GOLDEN AGE"
Senior Citizens Mailing List
150,000 Retired Business & Professional
Gentlemen—Well-to-do Circumstances—at Residences. (Exclusively Ours)—Contact:
HERBERT DUNHILL & ASSOCIATES
55 E. Washington, Chicago 2, Ill., DE 2-0580

DEALER MAGAZINE EDITOR

We need an associate to help edit our slick monthly dealer magazine, circulation 80,000. Should have newspaper or wire service experience, merchandising background and some photography. Age 25-33. Located in Ohio, we are the leader in a major industry. Send complete resume to:

Box 487, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

CREATIVE LAYOUT MAN WANTED

to work as Associate Art Director of small, very busy agency (NYC). Must have thorough knowledge of type and be able to make fast, imaginative visuals for a wide variety of ads—large and small, but mostly typographic. Salary $8,000 and up, according to experience and ability. Good opportunity for growth. Apply in confidence. Box 479, Advertising Age, 630 Third Avenue, New York 17, New York.

INDUSTRIAL ADVERTISING COORDINATOR

Two years experience in agency or in an advertising department of a manufacturer.

Will handle planning, budgeting, agency coordination of advertising programs on large line of semi-technical electrical products.

Must have ability to interpret marketing problems and achieve sound answers through advertising.

Send resume & salary requirements to:

Randall S. Stevens,
Adv. Mgr. Dept. Y
EDWARDS CO. INC.
90 CONNECTICUT AVENUE
NORWALK, CONNECTICUT

BIRCH
Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

CIRCULATION PROMOTION MANAGER

Specialty consumer magazine (Chicago) offers a challenge to hard-sell man interested in increasing circulation of national publication. Send full resume, salary, etc. to **Box 491, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.**

8000 DOCTORS READ

THE BULLETIN, official twice-monthly magazine of the Los Angeles County Medical Association.

Consumer Items Accepted—Agency Commission
1925 Wilshire Blvd.
Los Angeles 57, Calif. HUbbard 3-1581

ADVERTISING MANAGER

For large established manufacturer in building industry in Cleveland, Ohio. Must be experienced in all phases of marketing, advertising, and sales promotion, with ability to work closely with sales division to develop and execute programs. State experience, qualifications and salary requirements. Arrangements will be made for personal interview. All replies confidential. Box 488, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

ACCOUNT SUPERVISOR WANTED

By Chicago Advertising Agency

Top-level contact, including merchandising and marketing planning, on appliance, building materials, office equipment, industrial, similar accounts. Specific experience in these fields not required; some good agency background is essential. Write fully, and in confidence. Our executive group has seen this ad. Box 493, Advertising Age, 200 East Illinois St., Chicago 11, Ill.

ADVERTISING

The nation's number one advertising placement agency. We offer coast-to-coast service.

CREATIVE DIRECTOR **$20,000**
Seasoned in all phases of agency creative work—Print and T.V. Outstanding opportunity.
COPY WRITER **$12,000**
Experienced in agency copy who can work closely with engineers. Some electronics background.
ART DIRECTOR **$15,000**
Top level agency in far west offers excellent opportunity to qualified man with consumer and industrial background.
PUBLIC RELATIONS **$12,000**
Product Publicity and News releases. Solid bkgd. in electronics.
MARKET RESEARCH .... **$ 9,000**
4 to 5 years experience in Media research and consumer products.

Contact B. L. Clem on above

★ ★ ★

ARTIST—ART DIRECTOR **$12,000**
More doing than directing—extensive experience.
MARKET RESEARCH .... **$ 9,000**
Assistant to Dept. Manager good education plus experience.
ACCOUNT EXECUTIVE **$10-11,000**
Heating/air conditioning. Farm equipment. 4 to 6 years experience.
4 COPY WRITERS
- (1.) Indust. Automotive Aftermarket Roller chain, saws, brake lining **$8,000**
- (2.) Food, beverage **$8,500**
- (3.) Electronics, Mining, Highway equip. trade publ. bkgd. **$8,000**
- (4.) Technical writer, some engineering bkgd. **$7,500**

Contact Marion Mills on above

★ ★ ★

DRAKE PERSONNEL INC.
29 East Madison Bldg., Chicago 2, Ill.
Financial 6-8700

MEDIA DIRECTOR

No. 2 Man Itching to be No. 1?

If you are ready to manage the media department in a rapidly growing 50-man advertising agency in Middle West . . . if you are in your 30's and want more opportunity, recognition, and income potential in your 40's . . . if you like both the creative and routine statistical work of preparing complete media proposals . . . and if you want to live with your family just 10 or 15 minutes from a stimulating, aggressive work environment . . . this may be **your** opportunity. You can be the "new Moses" for ten top-notch account executives who want professional counsel and strong follow-up support on print and electronic media for both top-flight industrial and consumer advertisers. You can help us make logical, creative, unbiased (100%), and totally substantiated media proposals based on a factual marketing approach that characterizes everything we do. You can benefit from a liberal profit-sharing plan in an agency that knows how to make profits . . . and expects you to help us make more. You can work in a solidly financed company that believes individuals, rather than committees, make the greatest contribution—one that insists on highest professional standards of workmanship and conduct.

Send us your personal resume, job experience, and photograph, together with a letter explaining why you fit this opening.

Box 492, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

ASSISTANT TO ADVERTISING SUPERVISOR

National leader in field of electro-mechanical devices, midwest location, needs top-notch young man as assistant to Advertising Supervisor. The man we seek has strong industrial background with experience in catalog and brochure preparation, trade show participation, agency liaison, technical writing, securing of application reports. Submit resume including earnings record and salary requirement in confidence to

Box 484, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

SALES PROMOTION

We have an immediate opportunity for a man with a solid background in sales promotion! If you have 2 or more years of practical experience in sales promotion, why not tell us about it! Insurance background would be helpful but not absolutely necessary.

The right person will command an excellent starting salary, plenty of fringe benefits, and an unparalleled opportunity to move ahead in the sales promotion field.

Confidential.

Direct Your Response To: Box 489
Advertising Age
200 E. Illinois St., Chicago 11, Illinois

On the International Scene . . .

Advertisers' Overseas Changes May Give Billing Plums to McCann, JWT

By Milton Moskowitz
International Editor

NEW YORK, Nov. 22—The bisection of Standard-Vacuum Oil Co., international oil giant owned jointly by Jersey Standard and Socony Mobil, is likely to have important long-term consequences.

Decisions relating to advertising agency assignments have yet to be made, but on first glance it appears that McCann-Erickson stands to benefit substantially.

Standard-Vacuum, formed in 1933 by Standard and Socony, operated in some 50 countries in the Eastern Hemisphere. This partnership was dissolved last week by Standard's acceptance of a consent decree in a seven-year-old anti-trust action.

■ Under terms of the consent decree, Stanvac's assets are to be split between the two parent companies.

Thus, in Asia, Standard will get marketing operations in Pakistan, India, Ceylon, Burma, Thailand, Malaya, the Philippines, South Vietnam, Cambodia and Laos; in East Africa, it will acquire marketing operations in Uganda, Tanganyika, Kenya and Madagascar. It will also take over a Stanvac affiliate in Australia and receive a majority interest in a Japanese marketing company.

Socony picks up the bulk of marketing operations in Africa, including those in Southwest Africa, the Union of South Africa, Rhodesia, Nyasaland, Ethiopia, French Somaliland and Aden; it also gets marketing operations in New Zealand and the Philippines as well as one marketing company in Australia. In addition, it will acquire marketing operations in Guam, Midway and Wake Islands, Taiwan and Hong Kong.

■ Stanvac has been a major advertiser of oil products in Asia and Africa. In most countries it has marketed under the Mobilgas banner. However, in Australia it has used two other names, Esso and Atlantic. It also has marketed Jersey's Flit insecticides.

Stanvac advertising, which runs well over $1,000,000 a year, has been handled locally, with each company selecting its own agency. These arrangements are not likely to be breached suddenly, but some observers here feel that the Stanvac splitup presents McCann with a golden opportunity.

McCann-Erickson is just beginning to make its big push in the Far East. It bought an agency in Australia last year, it plans to open in Japan shortly and its next targets are believed to be the Philippines and India.

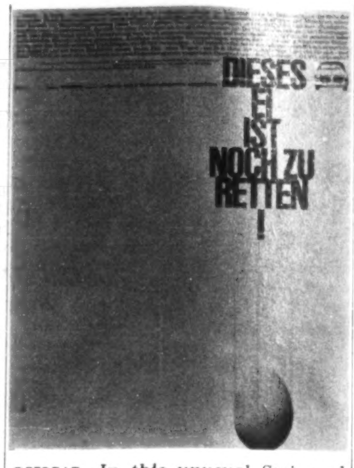
■ These are all areas where Esso now has marketing operations under its own name. Historically, McCann first went abroad to service Jersey Standard, and it is still the Esso agency in North America, South America and Europe.

Acquisition of Esso business in the Far East could grease the skids for McCann's invasion of this area. It could also yank the skids from under some agencies.

Example: India. The largest agency in India is J. Walter Thompson Co. JWT's largest account there is Standard-Vacuum Oil. Under the terms of the consent decree, India is assigned to Esso and as far as anyone here can remember, J. Walter Thompson has never enjoyed a client relationship with the Standard Oil Co. of New Jersey.

■ By the same token, the splitup might strengthen JWT's hand with Socony Mobil. Socony has recently been expanding internationally, particularly in Europe, and Thompson has been handling the company's advertising in France and has also been creating and placing international advertising.

Still up in the air is the disposition of the sleek $6,000,000 Stanvac headquarters building in White Plains, N.Y. Also at sea these days is William H. Collins, who joined Stanvac in 1955 as manager of advertising and sales promotion.



OFFBEAT—*In this unusual Swiss ad for the Swedish Volvo the headline proclaims: "This egg can still be saved." The point? Volvo is the first car to be equipped with safety belts at no extra cost. Adolf Wirz Advertising, Zurich, is the agency.*

Mr. Collins worked out of White Plains but traveled widely through the Stanvac marketing areas. News of the consent decree reached him at Hot Springs, where he was attending the fall meeting of the Assn. of National Advertisers. He said this week that it will take several months before everything is straightened out.

Ford Move Favors JWT

Another international business move with possible repercussions in the agency field is Ford Motor's offer to buy out the British minority interest in Ford Motor Co. Ltd. (AA, Nov. 21).

By coincidence, the Ford takeover bid came at a time when the British Ford account was up for solicitation, since it was resigned last month by Rumble, Crowther & Nicholas, the Ford agency in Britain since the end of World War II.

Prior to the war Ford did coordinate its international advertising, using N. W. Ayer & Son, which had opened offices in Latin America and Europe to service Ford.

■ J. Walter Thompson Co. landed the Ford account in the U.S. during the war and later added Ford business in other parts of the world. JWT offices currently service Ford in the U.S., Canada, Latin America, France and Germany. JWT also produces Ford's international advertising campaign.

JWT's chances to add the British segment would seem to be pretty good in the light of Ford's explanation that it needed 100% control of the British company to coordinate its European marketing operations more effectively. However, reports out of London last week said that Foote, Cone & Belding's London office was running strong for the account. Could this be shades of the Edsel? #

'Popular Mechanics' Boosts Coleman, Names Goodrow

Popular Mechanics, Chicago, has appointed Dan Coleman marketing manager. He joined the magazine in 1957 as advertising promotion manager. Richard Goodrow, a former pr officer of Ford Motor Co., has been named promotion manager of *Popular Mechanics*.

Schiff Joins Video Cue

Sam Schiff, formerly a foreign consultant for film and tv development, has been appointed president of Video Cue, New York, international tv prompting service company. He replaces Richard Packard, who has been promoted to chairman of the board. Mr. Schiff has bought a financial interest in Video Cue.

Rowell to Bryner & Walter

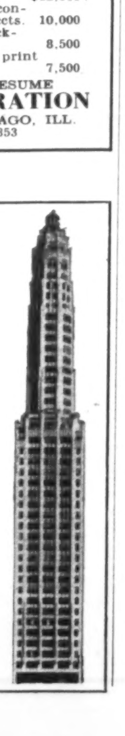
E. N. (Pat) Rowell, formerly with *Family Weekly*, has joined the New York staff of Bryner & Walter, media representative.

ARTY SCRAWLS—*Charles R. Evo, staff art director of Gray & Rogers, combed the signatures of agency employes to find eight scrawls he deemed artistic. These have been blown up and reproduced on a mural in the agency's Philadelphia offices. Signatures are, top, left to right: H. A. Molin; H. P. Westerberg; Vincent Benedict; and R. W. Graham: Bottom, left to right: R. K. Carter, Samuel Cooper; Ralph Hays; and H. R. Armstrong.*

Our 49th Year

SALES PROMOTION—Grocery Chain exp.—some travel	$12,000+
CREATIVE COPYWRITER—consumer electronic & furn. accts.	10,000
ASST. ADV. MGR.—food background essential—(25-35)	8,500
MEDIA RESEARCH—mainly print good oppty. midwest agcy.	7,500

MANY MORE—MAIL RESUME
GLADER CORPORATION
110 S. Dearborn St., CHICAGO, ILL.
Phone: CEntral 6-5353



LINCOLN TOWER
4200 Sq. Ft.
ENTIRE 20TH FLOOR

Eleven Private Offices,

General Office, and Reception Area. Overlooks lake and River.

Beautiful space in a beautiful building. Parking adjoining.

LINCOLN TOWER
75 E. Wacker Drive
CEntral 6-4300

Presenting-
your message to over 177,000 marketing men and women for as low as $5 per ad!

Complete coverage. Quick action. Low cost. That's why it pays to run your classified ad in Advertising Age. Try it!

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of **$18.75** per column inch, and card discounts, size and frequency apply.

I am enclosing $

My Name

Street

City Z State

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St.
Chicago, Illinois

4041 Marlton Avenue
Los Angeles 8, Calif.

Schenley Industries Reports Sales, Earnings Down

Schenley Industries has reported that sales in the fiscal year ended Aug. 31 were down $78,489,541 from the previous year's figure of $460,038,891. Sales for 1960 were $381,549,350. Earnings for the year, including a special credit of $4,705,000, amounted to $8,044,918, or $1.30 a share compared with $3.06 last year.

Lewis S. Rosenstiel, chairman and president, said that lower sales resulted mainly from "a management program to reduce, sharply, tax-paid inventories in the hands of our wholesalers, to improve the ratio of wholesalers' tax-paid inventories to sales, and to reduce accounts receivable from wholesalers." Earnings were also affected by a three-month strike in 1959, which closed the company's distillery in Pennsylvania.

FREE

NEWSLETTER ON DIRECT MAIL ADVERTISING

Keep up-to-date with newest developments in direct mail field. Learn latest ideas, techniques, methods to improve your results. Unique FREE service tells where and how to get facts and articles you want. To get this newsy direct mail guide regularly, without cost or obligation, send your name and address NOW to:

The Reporter of Direct Mail Advertising
280 Seventh St., Garden City, N.Y.

Bates Names Schwartz VP

Zachary Schwartz, supervisor of the television creative coordination department of Ted Bates & Co., New York, has been named a vp.

KDK
RADI
NOV.2
THAT WONDERF
EXIT

Rawlins   Trageser Gargotta Mr. & Mrs. Bascom

WONDERFUL YEAR—*Les Rawlins, general manager of KDKA, Pittsburgh, cuts the cake at the radio station's 40th birthday celebration. Donald J. Trageser, KDKA sales manager, and "flapper" Jean Gargotta greet Perry Bascom, national radio sales manager of Westinghouse Broadcasting Co., and Mrs. Bascom at the station's recent anniversary dinner which paid tribute to "that wonderful year, 1920."*

F. E. M. Cole, 93, Chicago's Oldest Publishers' Rep, Dies

CHICAGO, Nov. 22—F. E. M. (Fred) Cole, 93, former partner in Cole, Mason & Deming, publishers' representative, and one of the city's oldest admen, died today in his daughter's home in Wilmette, Ill.

F.E.M. (Fred) Cole

Mr. Cole, who was born in 1867 in New York's Finger Lake region, retired at 87, when he then claimed to be "the oldest active publishers' rep in Chicago, and maybe in the West." He came here at the age of 12 and broke into advertising at 19, when he took a $20-a-week job as an ad salesman for the *Chicago Inter-Ocean*.

After some 12 years with the newspaper, Mr. Cole became a magazine representative for *Pearson's*, later joined *McClure's* as western representative. Shortly after *McClure's* folded in 1921, Mr. Cole decided to become an independent magazine representative and hung out his shingle as F. E. M. Cole, special representative. He represented such publications as *Sunset Magazine*, *Fur-Fish-Game* and *Flower Grower*.

In 1942 he became senior partner in Cole & Mason, which later changed its name to Cole, Mason & Deming. He was active in the firm until his retirement.

In recent years Mr. Cole devoted much of his time to his chief avocation—Chicago's Off-the-Street Club for underprivileged children. He had been a director of the club for more than 50 years.

S. RAYMOND JONES

BUFFALO, Nov. 22—S. Raymond Jones, 69, who had a long career in advertising prior to retiring in 1939, died Nov. 11. He began with the advertising department of Rand Co. in North Tonawanda, N. Y., now the Remington Rand division of Sperry-Rand Corp.

■ Later he founded Jones Advertising Agency in Buffalo and then became a partner in Pundt-Jones Press. After an association with J. Jay Fuller Advertising Agency, Mr. Jones became a partner in Hildrith, Jones & Ferry. He was a vp of that agency when illness forced his retirement.

ARTHUR H. HEDLY

CHICAGO, Nov. 22—Arthur H. Hedly, 79, one of the founders and president of Ludlow Typograph Co., died in Wesley Memorial hospital Nov. 14. A leader in the graphic arts field, he was also active in the U. S. Chamber of Commerce, the English Speaking Union and various philanthropic organizations.

BERNARD V. PARENT

LOS ANGELES, Nov. 22—Bernard V. (Red) Parent, 58, western advertising manager of the *Christian Herald*, died Nov. 12 in St. Joseph's Hospital following a heart attack.

Mr. Parent had been with *Christian Herald* for seven years, moving from Chicago to Los Angeles about two years ago. #

Panels Wires Names Bane

Panels Wires Inc., South San Francisco, has appointed Bane Advertising Agency, San Francisco, to handle advertising, sales promotion and public relations for its peripheral data processing equipment.

TODAYS
SECRETARY
NOW AN ABC PAID
MAGAZINE

...and a paying audience pays off BIG in today's booming secretarial market!

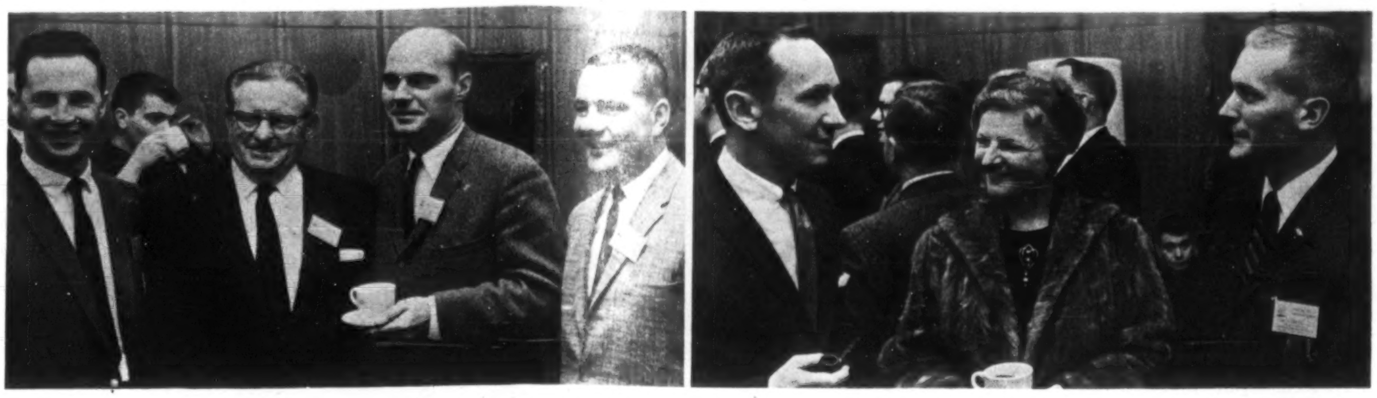
Now you can invest your advertising dollars soundly in the secretarial field on the basis of verified facts! TODAY'S SECRETARY is now an ABC member publication — the only ABC-audited magazine in the secretarial field. When you advertise in TODAY'S SECRETARY, you now have the added assurance of quality paid circulation—guaranteed through our ABC reports.

ABC membership is another step forward for TODAY'S SECRETARY. Circulation, which was 67,000 in 1950, has grown to over 151,000 paid subscribers (ABC-audited) today. Advertising pages, which totaled 68 in 1950, have climbed to an estimated 240 in 1960. Because TODAY'S SECRETARY's paying subscribers pay attention to advertising in the magazine, advertisers get solid results, too. For information, phone or write for Fact File on TODAY'S SECRETARY and the profitable secretarial market.

TODAY'S SECRETARY
A Gregg-McGraw-Hill Publication
330 WEST 42ND STREET, NEW YORK • LOngacre 4-3000

Another McGRAW-HILL
ABC-paid publication

AUDITED PAID CIRCULATION ABC



Newall Joyce Anderson Heckrodt Slater Lesener Towell

AFA MADISON—*Chatting at the eighth district convention of Advertising Federation of America in Madison, Wis., are Robert Newall, WITI-TV, Milwaukee; Phil Joyce, Gardner Baking Co., Madison; Byron Anderson, KSTP, Minneapolis; Frank Heckrodt, Hoffmaster Co., Oshkosh, Wis.; Robert C. Slater, Slater-Rost Studios, Milwaukee; Lorry Lesener, Lorry Lesener Advertising, Milwaukee; and Thomas Towell, Arthur Towell Inc., Madison. The one day meeting was held at the University of Wisconsin.*

Harper Is NL&B Head; Needham Named Chairman

(Continued from Page 1)

had been president of NL&B ever since the agency was founded.

This and other top-level executive appointments were voted today at a special board meeting, ADVERTISING AGE learned exclusively. The other appointments:

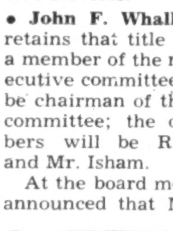
- **Richard H. Needham**, formerly vp and director of personnel, becomes exec vp in charge of administration.
- **James L. Isham**, formerly vp in charge of creative services, will now be exec vp in charge of creative services.

R. H. Needham

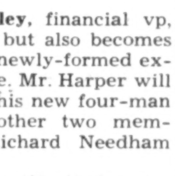
James Isham

- **John F. Whalley**, financial vp, retains that title but also becomes a member of the newly-formed executive committee. Mr. Harper will be chairman of this new four-man committee; the other two members will be Richard Needham and Mr. Isham.

At the board meeting it also was announced that Mel Brorby, senior vp and one of the founders of the agency, would retain his senior vp post, but on a halftime basis period. He plans to rent a studio and devote the other half of his time to music.



Melvin Brorby



John Whalley

■ The elevation of Paul Harper to the presidential post certainly did not come as a surprise. It was generally known that Maurice Needham has been grooming Mr. Harper as his replacement for some time. Only 39 years old, Paul Harper has spent all of his working career at Needham, Louis. Following his graduation from Yale in 1942, he entered the Marine Corps, from which he emerged with the rank of major.

On his return to the U. S. he met Maurice Needham, and subsequently went to work in the agency's copywriting department. After several years in copy he became assistant to Mr. Needham for a period of two years, and after that he became an account exec and supervisor, and was eventually elected a vp and a member of both the board of directors and the plans board.

Then in March, 1958, he was elected exec vp and chairman of the plans board.

By stepping up to the board chairmanship, Maurice Needham has made it possible to move younger men into key spots and thus broaden the management base of the agency—a goal he set for Needham, Louis & Brorby some years ago.

And the executive shifts come at a time when the agency's billings are at an alltime high; for the present fiscal year, which ends Nov. 30, billings are expected to reach $44,000,000. This is almost $5,000,000 more than the $39,156,268 billed in 1959—and is just four times what the agency billed a decade ago.

■ Most of the agency's 1960 billings growth came from increased spending by regular clients, rather than from account acquisitions. But new clients helped swell the figure somewhat: Rival Packing awarded its $1,250,000 account to NL&B (from Guild, Bascom & Bonfigli) in May; Massey-Ferguson of Canada (industrial products), Education Funds Inc. (a Household Finance Corp. subsidiary), and Hertz Rent-All Corp. also were added to the account roster this year; and the agency regained the radio-tv billing of Renault Inc., which it had lost to Kudner a year ago. This account was billing an estimated $3,000,000 when it moved to Kudner, but there was some doubt as to whether or not there would be any radio-tv billing in the immediate future. #

Lewyt Moves to Geyer

Lewyt Corp., Long Island City, manufacturer of the Lewyt vacuum cleaner and other mechanical and electrical products, has appointed Geyer, Morey, Madden & Ballard, New York, to handle advertising. The account was resigned recently by Hicks & Greist when that agency acquired Regina Corp., Rahway, N. J., manufacturer of floor polishers, and Electrikbroom vacuum cleaner, Nov. 1 from Mogul, Williams & Saylor. Hicks & Greist reports Lewyt's 1960 billings were about $100,000. It expects Regina to bill about $400,000.

Network TV Gross Time Billings

Source: TvB figures from Leading National Advertisers and Broadcast Advertisers Reports

	September			January-September		
	1959	1960	% Change	1959	1960	% Change
ABC	$ 8,724,938	$11,875,080	+36.1	$ 86,744,444	$112,721,410	+29.9
CBS	21,196,220	21,114,008	— 0.4†	195,350,810	204,356,596	+ 4.6
NBC	18,525,685	18,468,276	— 0.3†	169,188,474	177,318,634	+ 4.8
Total	$48,446,843	$51,457,364	+ 6.2	$451,283,728	$494,396,640	+ 9.6

MONTH BY MONTH—1960

	ABC	CBS	NBC	TOTAL
January	$13,260,010	$23,477,358	$20,980,897	$57,718,265
February	12,677,110	22,977,171	19,923,712	55,577,993
March	13,487,460	24,043,799	21,072,164	58,603,423
April	12,701,240	22,580,032	20,642,038	55,923,310
May	12,876,050	23,209,917	19,414,264	55,500,231
June*	11,948,700	22,062,832	18,959,323	52,970,855
July	12,529,660	23,442,997	19,805,457	55,778,114
August*	11,366,100	21,448,482	18,052,503	50,867,085
September	11,875,080	21,114,008	18,468,276	51,457,364

*June and August 1960 figures revised as of November 10, 1960.

†This is one of the few times that industry records show a month to month decrease for a tv network. This slight decline is probably due to the fact that the fall season started a little bit later than usual for some CBS and NBC shows.

'Portland Reporter' has 45,000 Subscribers for Daily Issue, Stock Prospectus Says

PORTLAND, ORE., Nov. 22—How the union-backed newspaper, the *Portland Reporter*, will finance its venture as a daily newspaper is outlined in the prospectus covering sale of $1,250,000 in stock. The prospectus was filed with the Securities and Exchange Commission and stock is now being offered to the public.

The *Reporter* was founded last February by unions involved in a strike against the *Oregon Journal* and the *Portland Oregonian*. The strike, started Nov. 10, 1959, is still in effect, but the two dailies have continued publication with non-union help. Token picket lines are still maintained.

Capital for the Portland Reporter Publishing Co. will come from the sale of common stock.

As a semi-weekly, the *Reporter* has been on a free-distribution basis. From the announcement in July of its plans to go daily, up to Oct. 22, the prospectus indicated that about 45,000 advance subscriptions had been received. The monthly rate for six-times a week will be $1.25, compared with the rate of $1.30 for the *Journal* and *Oregonian*, daily only, and $1.95 daily and Sunday.

■ Operation as a weekly and semi-weekly, from the start in February through July 31, has been at a loss made up by payment of $124,567 from the Portland Inter-Union Newspaper Committee and the Multnomah Central Labor Council.

Actual operating expense during this period was $202,270. The company also received voluntary labor on which a value of $218,950 was placed. Revenues totaled $151,000 in this period, primarily from advertising.

Sale of stock is being handled by the company itself and without an underwriter or underwriting commissions.

Among announced early buyers were Sen. Wayne Morse and Senator-elect Maurine Neuberger.

The building for the new publishing venture is supplied on lease by Rose City Development Co., a corporation owned by 77 local Portland unions. The building cost Rose City $70,000, and it has spent an additional $80,000 in remodeling. The *Portland Reporter* leases the building for five years with an option to renew for five years more and an option to buy for approximately $150,000. Rent, beginning in November, is set at the rate of $440 a month, plus taxes, now about $130 a year.

■ The *Reporter's* printing plant has been leased from Unitypo, subsidiary of International Typographical Union, and has been moved from Miami to Portland.

The lease provides for an annual cash rental of $10 a year for five years with an option to buy the plant at any time during the lease for $100,000. In addition, the *Reporter* is to issue 5,000 shares of stock (sale price in the public offering is $10 a share) to Unitypo as further consideration for the five-year lease.

The expense in moving the plant to Portland is handled in this way: Originally, the expense was estimated at $60,000, and for this the *Reporter* is to issue 6,000 shares of stock. But the prospectus indicates that the cost of installing the plant and equipment is expected to run $53,000 greater than the original estimate; to cover this, the *Reporter* proposes to issue additional stock of approximately 5,300 shares.

■ Management of the *Reporter* is headed by Robert D. Webb, employed the last 24 years on the *Oregonian* and the past 13 years as sports desk editor. Business manager is Robley Evans, a typographer with the *Oregonian* for 27 years; for two years he owned and managed the Beaver Press, a commercial printing business in Portland, and from 1947 to 1950 was publisher and editor of the *News-Reporter*, McMinnville, Ore. Assistant to the publisher is William Ardrey, for 23 years a typographer at the *Oregonian*.

Auditing and bookkeeping systems are being installed under supervision of Robert Grantz, formerly comptroller at the *Oregonian*. Effective Oct. 1, Jack Walters, formerly circulation director at the *Oregon Journal*, became circulation director for the *Reporter*, and Cal B. Julian, formerly classified advertising supervisor at the *Journal*, took a similar position at the *Reporter*.

Salaries have been established as follows, to start when the paper begins publication as a daily: Mr. Webb, $300 a week; Mr. Evans and Mr. Ardrey $250 each a week; Mr. Walters, $225 a week, and Mr. Julian, $150 a week. All five men will take part of their salary in stock. #

'This Week' Offers Free Page to Big Users of Space

NEW YORK, Nov. 22—*This Week Magazine* has adopted an advertising bonus plan under which advertisers using 13 pages every four weeks within a 12-month period get a free page of space.

According to a letter distributed by *This Week* to agencies, the "cycle discount" provides the free space in addition to the magazine's regular frequency discounts. Advertisers scheduling 13 pages within the specified period, for example, get the bonus insertion plus the regular 8% discount.

Smaller space advertisers get a bonus insertion plus a 2% discount.

■ *This Week* said the bonus plan is effective Jan. 1 and can be used for more than one product, provided all advertised products are owned by the same company.

At the same time *This Week* announced formation of two new ad classifications. Appointed manager of beauty and fashion advertising was Victor H. Chaltain, formerly of the New York sales staff. Edwin P. Clark, formerly with the Philadelphia sales staff, has been named manager of a second new classification, insurance and institutional advertising. James S. White, until recently publisher of *Cosmopolitan*, has been named to the New York sales staff to handle western New York accounts. #

Edwin Clark

Victor Chaltain

Best Promotes Whitehead

Tom Whitehead, copy chief of Gordon Best Co., Chicago, has been promoted to creative vp of the agency—a new position. Mr. Whitehead, who joined the agency a year ago, formerly was copy chief of George H. Hartman Co., Chicago.

Sturdy Dog Foods to Byk

Sturdy Dog Foods Inc., Burbank, Cal., has appointed Jon Byk Advertising, Los Angeles, to handle its advertising. Honig-Cooper & Harrington, Los Angeles, is the former agency of record.

Misredemptions of Coupons Center in West, McIntyre Says

NEW YORK, Nov. 23—When it comes to being a Scofflaw about redeeming grocery coupons, there are 15 western markets that lead the pack.

In fact, temporary elimination of these 15 markets will cut national misredemptions by more than 50%, according to O. E. McIntyre Inc., which has made an analysis of 136,000 shoppers. Misredemptions are a local problem, says McIntyre, and outside these markets misredemption is limited to 7.2% of consumers.

According to the study, the mountain region had a 57% misredemption rate, the Pacific region 48%; west north central was 25% and west south central 23%.

Chain store policies in the markets are an important factor in misredemptions. Other influences are format and copy in the promotion piece.

The 15 markets comprise about 10% of total U. S. households. Asked to name the specific markets, McIntyre replied that that information was available only to its clients. #

Aldens Votes to Form Life Insurance Subsidiary

Directors of Aldens Inc., Chicago, have approved a plan to establish a fully-owned life insurance subsidiary. The new subsidiary will offer life insurance to Aldens' customers by catalog, a move which had been under consideration by the company for several years.

The board also voted to distribute a 5% dividend in stock in addition to the regular quarterly cash dividend after reviewing sales and earnings gains in the nine months and third quarters. Last year the company paid a 3% dividend in stock.

Sheridan
Murphy
Fitzsimmons
Behr
Hoy
Hennessy

RURAL REVELS—*Present at the Farm Harvest Party—an annual event sponsored by the Chicago area representatives of 68 farm publications for advertisers and advertising agencies interested in farm magazines—were Mary Sheridan, Aubrey, Finlay, Marley & Hodgson; Leona Murphy, Stoetzel & Associates; Katherine Fitzsimmons, McCann-Erickson; Russ Behr, N. W. Ayer & Son; Mary Hoy, Clinton E. Frank Inc.; and Ed Hennessy, Armour & Co. The party was first held in 1934.*

Some still do it
the hard way—

Irrigating rice fields and buying photoengravings are worlds apart, but the end purpose is very much the same—getting the richest yield from time, effort and material. . . . Modern ad production men long since proved that a photoengraving source with the most advanced equipment, manned by craftsmen of experience, skill and a trained understanding of the conditions to be met and the end results required, is not only the safest, but the easiest means of obtaining their objectives. . . . It's quite logical that increasing numbers of them are becoming ROGERS' customers.

ROGERS
engraving company
2001 calumet avenue • chicago 16

master-craftsmen of photo-engraving

Dailies' Discount Plans Fine but Chaotic: Benziger

(Continued from Page 1)

cy contracts ranging from 3 to 67 and back again. Newspapers are now in the process of creating exactly this kind of situation for themselves."

A major deterrent to what Mr. Benziger called "common sense" in setting up a "simple" frequency and space segment, has been "a kind of 'legalitis' that has everybody yelling 'collusion' every time more than two people get together to talk rate structures in our business.

"Several multi-letter associations on both the media and client sides of the fence," added Mr. Benziger, "have walked away from the problem on the theory that 'our lawyers tell us to stay away from it'."

■ Mr. Benziger added, "If our lawyers tell us we shouldn't even talk about the problem, maybe we need some new lawyers."

In the newspaper representative's opinion, the Louisville C.I.D. plan "comes closest to the right idea." Mr. Benziger said this plan "can be modified to fit almost any requirement without destroying the only important element of the problem—a universal standard for frequency and space in our newspapers."

The C.I.D. (Continuity-Impact-Discount) plan was announced in September, 1959, by the *Louisville Courier-Journal* and *Louisville Times*. Designed to encourage continuity among national advertisers, it offers discounts up to 13% for advertisers who use 300-line insertions weekly on a 52-week cycle. Advertisers get 12% on the contracted schedule and up to 13% for linage in excess of the contracted minimum.

The plan looks like this:

Space	12 wks. in 13	24 wks. in 26	36 wks. in 39	48 wks. in 52
300-lines	6%	8%	10%	12%
600-lines	8	10	12	14
1,000-lines	10	12	14	16
1,500-lines	12	14	16	18
Page	14	16	18	20

(All discounts apply to total ad costs, including color premiums.)

■ In Mr. Benziger's view, the amount of the discounts in the setup shown above is immaterial. "However, standardization across the country of frequency and space segments available to advertisers is absolutely essential to the success of this or any other plan. Contracts in advance are a 'must' here."

Mr. Benziger said 30 or more important newspapers have already adopted the C.I.D. formula, and he expressed the hope that this would begin a countertrend to the recent tendency of 100 or more papers moving to various, disunified discount structures. #

Shell Move Focuses Problem

"The proposed massive use of newspapers by Shell and Ogilvy, Benson & Mather" *(see story on Page 1)*, said Peter Benziger, "brings the matter of newspaper rate policies into sharp and sudden focus. Shell and OBM have very wisely refrained from entering the bid-and-asked newspaper discount mixup, now being indulged in by many agencies and advertisers.

"The business is definitely not contingent on any discount concessions. They have suggested, however, that newspapers review their pricing policies, to do their part in making future programs of this nature more effective and more easily attainable. Newspapers can hardly fail to take the hint."

Costs Less—
Does More

An analysis of keyed coupon returns covering ten food and transportation advertisers using The New York Mirror, one other morning paper and three evening papers gives this result:

The Mirror space cost 16.8% of the **total invested.** But The Mirror produced **21.3% of the total returns — twice as many as any** one of the evening papers.

Make
The Mirror
a MUST!

Lafe Locke Joins Collyer

Lafe Locke has been named copy director of Collyer Advertising, Montreal. Mr. Locke formerly was vp and creative director of Persons Advertising, New York. Before that he was with Erwin Wasey, Ruthrauff & Ryan.

E. Buzz Miller Forms Company

E. Buzz Miller, formerly public relations director of Gypsum Assn., Chicago, has opened a public relations company, E. Buzz Miller & Co., with offices at 46 Kearny St., San Francisco.

'Democratic Digest' Set Up Independently So It Can Take Ads

WASHINGTON, Nov. 22—The Democratic National Committee has severed financial connections with its official magazine, "Democratic Digest," to clear the way for the magazine to carry advertising in its inauguration edition.

The national committee pulled up stakes because of a legal question which the committee itself raised during the opening weeks of the campaign. At that time, the District of Columbia Republican committee was engaged in a similar operation—soliciting ads for the Republican yearbook at $2,000 a page.

When the word got out early in October, Democrats complained loudly that the yearbook's purpose was to advance—illegally—the candidacy of Vice-President Nixon. The Republicans denied the charges, but yesterday GOP Chairman Carl L. Shipley disclosed that the Republicans decided to halt solicitation of ads to keep the enterprise "above suspicion."

Present plans call for the Republican yearbook to be published early in 1961, but it hasn't been decided yet whether to resume selling ads.

■ The Democrats, so as not to be a victim of their own complaint, have turned over the publication of the "Digest" to a non-profit organization, headed by Herbert G. Pillen, Washington attorney.

Charles E. Thorp, who sold advertising for the 1960 Democratic convention program, has been named advertising director.

As for future ad plans of the "Digest," Samuel C. Brightman, deputy chairman for public affairs of the Democratic National Committee and a staff member of "Democratic Digest," told ADVERTISING AGE: "At the moment we're concerned with putting out a successful inauguration edition and getting the magazine out of the red and into the black. Where we go from there will depend on our success."

The Democratic National Committee has been publishing "Democratic Digest" without advertising since 1952. #

K&E Names Black, Brown

Kenyon & Eckhardt has named Gerald A. Brown, formerly a copy group supervisor with Foote, Cone & Belding, Los Angeles, creative director of its Los Angeles office. He succeeds Alvin Sarasohn, who has returned to K&E, New York, as a creative group head. Robert H. Black, formerly president of Valley Farm Foods, has joined Kenyon & Eckhardt, Detroit, as an account executive.

Advertisers of food and food products invested more dollars for selling in LIFE during the first 9 months of 1960 than in any other magazine, Sunday supplement, or woman's service book.

HOW FOOD AND FOOD PRODUCTS ADVERTISERS RANK NATIONAL MAGAZINES AND SUPPLEMENTS Jan.-Sept., 1960

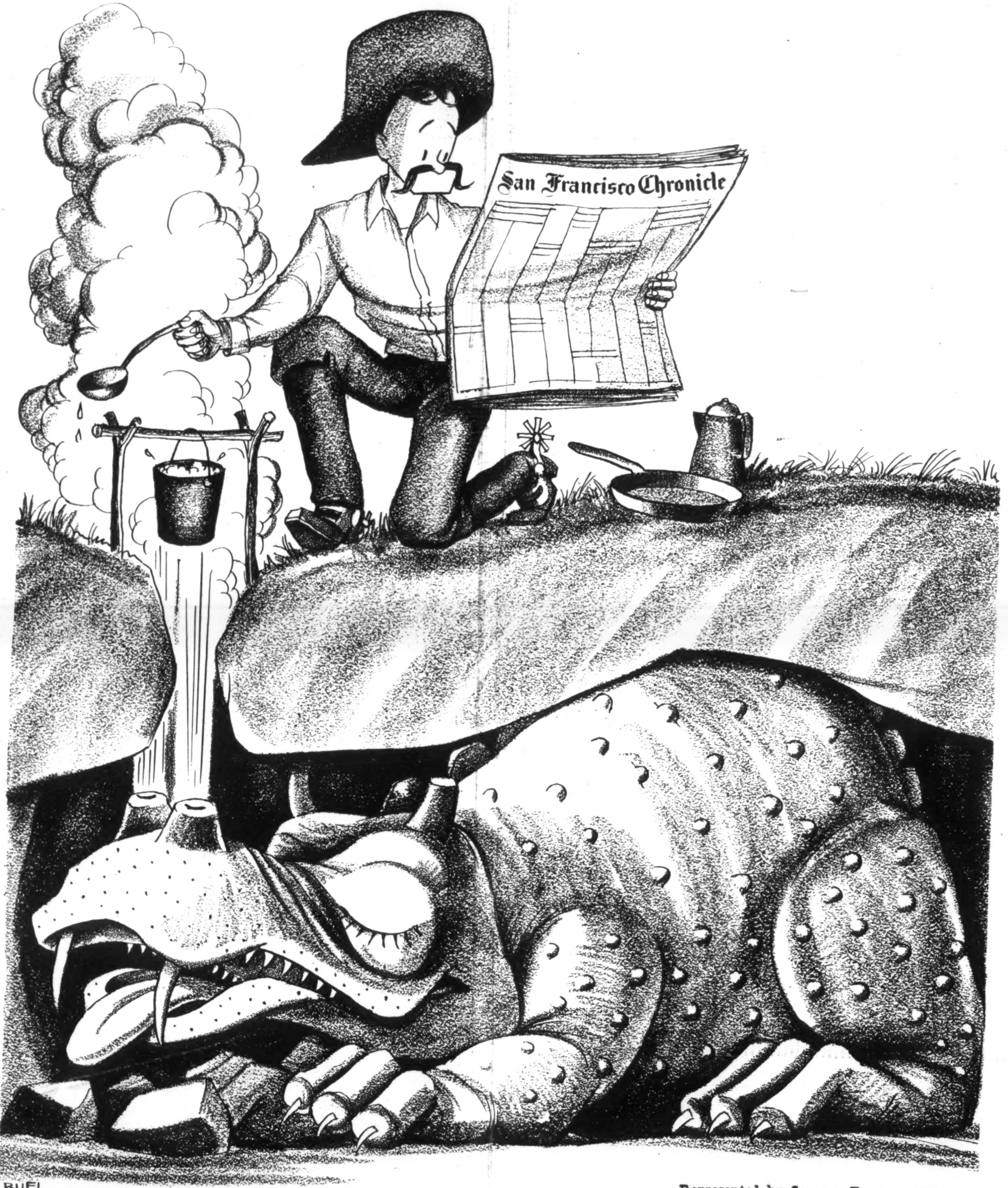
PUBLICATION	ADV. INVESTMENT
1. LIFE	$15,640,801
2. This Week	10,303,515
3. Ladies' Home Journal	7,157,517
4. Reader's Digest	7,142,376
5. McCall's	6,709,347
6. Look	$6,513,322
7. Saturday Evening Post	5,668,154
8. Parade	5,185,048
9. Better Homes & Gardens	4,834,333
10. Everywoman's Family Circle	4,671,842

Source: PIB

ADVERTISED IN

LIFE ®

THE CHRONICLE MEANS THE WEST


San Francisco Chronicle
BUEL

Represented by Sawyer Ferguson Walker